

annual report 2002-2003

# CLEARING THE AIR.



Of the billions spent on tobacco-related health care annually in the State, an estimated \$380 million is due to Medicaid costs due to smoking. Indiana can reap savings by reducing smoking! If we reduce Indiana's smoking by 25%, it will save Indiana taxpayers over \$20 million per year in smoking-related Medicaid costs.

- 1 Greetings from the Indiana Tobacco Use Prevention and Cessation Executive Board and Agency
- 2 Executive Summary
- 3 Tobacco Use Burden on Indiana
- 12 Tobacco Control Policy
- 15 Indiana's Tobacco Settlement Appropriations
- 16 ITPC Staff
- 17 Executive Board Structure/Members
- 18 Advisory Board Structure/Members
- 18 Vision and Mission Statements
- 19 ITPC Organization Chart
- 20 2005 Objectives
- 28 Indiana's Comprehensive Tobacco Control Program
- 30 Community Programs
- 38 Statewide Media Campaign
- 43 Enforcement
- 43 Evaluation and Surveillance
- 48 Administration/Management
- 49 Budget
- 50 Annual Financial Report
- 51 Notes to Annual Financial Report

## Letter from Bain J. Farris, ITPC Executive Board Chair and Karla S. Sneegas, ITPC Executive Director

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We are pleased to present this year's Annual Report and the remarkable progress that Indiana's comprehensive tobacco control program has made since beginning our program in 2001.

Turning around the state's most serious addiction and leading cause of preventable death and disease, does not happen overnight. There is a predictable series of steps that lead to reducing tobacco use rates that in turn impacts the amount of disease, death rates, and health care costs we all share. Investing in tobacco comprehensive tobacco prevention and cessation programs makes good sense—both from the standpoint of Hoosiers' health and the cost to taxpayers.

There is a science to reducing tobacco use. Our patience and perseverance in setting up a sound evidence-based comprehensive program, followed with appropriate training and capacity building, is paying off. In 2001 we were building capacity for tobacco prevention and cessation programs in all of Indiana's 92 counties. This past year we built on that capacity development to unleash one of the nation's best "new" comprehensive programs.

### Here are highlights of our major success stories at the close of this year.

- Our initial findings show the largest drop in youth smoking experienced in recent years. The cigarette-smoking rate among Indiana high school students dropped from 32% in 2000 to 23% in 2002.
- Over 193,000 Hoosier adults quit smoking in 2002.
- Approximately 86% of Hoosier adults who smoke say they expect to quit smoking and 62% say they will quit smoking in the next 6 months.
- Cigarette consumption is down in Indiana by 17%. Hoosiers are smoking less, and that is a major step in quitting for life.
- The number of retailers selling cigarettes illegally to minors continued to drop to the lowest level ever recorded, down to 14% compared to 29% when the ITPC program began in 2001.

- Our WhiteLies.tv and Voice.tv media campaigns are impacting Hoosier attitudes and beliefs leading to a much needed shift in the perception of tobacco use as socially acceptable.
- Three out of every four adults and youth are aware of the ITPC media campaign.
- Every county in the state has been touched by our media campaign.
- More than 2 million people visited our WhiteLies.tv website in the first 18 months it was up on the web.
- More than 500,000 recorded hits to the Voice.tv website for Indiana youth were logged.
- Over 2,500 newspaper articles about tobacco ran in Indiana daily and weekly newspapers. Almost 9 out of 10 of the articles were anti-tobacco.

We ended the year with the challenge of continuing our model program after a budget reduction to \$10.8 million per year for the next biennium. The ITPC Executive Board met in June to determine the future of the program given these new fiscal ramifications. While it is clear that we cannot continue the same fully integrated, comprehensive program at this reduced level of funding, we are committed to build on the success of the past year. To not press forward would be a decision to allow the tobacco industry to win the minds and health of our state's most precious resource — our youth.

The accomplishments achieved in 2002 show that the Hoosier Model for Comprehensive Tobacco Prevention and Cessation is working. Our on-going investment in tobacco prevention and cessation is already paying off. The dramatic decline in youth smoking shows that we are on the right track. We can help to protect Hoosier children from the burden that tobacco places on all of us. We can save millions of dollars, but more importantly, we can save untold lives and needless suffering. The momentum is moving in our favor.

Please join us in continuing to make Indiana a healthier place to live, work, and play!

Youth prevention efforts are a high priority for ITPC. One percentage drop in Indiana's smoking rate means 5,230 youths never getting addicted to cigarettes. ITPC created a youth-led movement against tobacco use. Indiana youth named their movement Voice.

Tobacco use costs Hoosiers 10,300 lives and \$1.6 billion each year. With the 5th highest adult smoking rate in the United States, Hoosiers must continue to take action in reducing the tobacco burden. Indiana has taken a big step in reversing tobacco's devastating effects through the Indiana Tobacco Prevention and Cessation (ITPC) programs.

The Indiana Tobacco Use Prevention and Cessation Trust Fund and Executive Board exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control (CDC) Best Practices for Tobacco Control, Indiana established a tobacco control program that is coordinated, comprehensive and accountable. The Hoosier Model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier Model consists of Community Based Programs; Statewide Media Campaign; Enforcement; Evaluation and Surveillance; and Administration and Management.

ITPC's program can report many accomplishments in state fiscal year 2003 and is changing knowledge, attitudes and beliefs regarding tobacco use. The increased awareness and education that have occurred in the past two years is a precursor to reducing Indiana's tobacco use rate.

### Significant program impact:

- Youth smoking among high school students decreased 26% from 2000 (31.6%) to 2002 (23.4%); meeting the ITPC 2005 objective.
- Cigarette consumption in Indiana decreased 17% in SFY 2003, while at the same time state revenues from tobacco taxes increased by 203%.

### Community Programs:

- All of Indiana's 92 counties have received a grant to conduct tobacco prevention and cessation programs in their communities, including setting up resources to help smokers quit. Over 1,600 local organizations are involved statewide, including 31 local minority organizations and 19 organizations working on state, regional and pilot programs.
- ITPC grantees have conducted over 4,700 activities at the local level, such as implementing prevention and education programs in schools, developing cessation networks, and raising awareness of tobacco prevention efforts.
- Local coalitions are working to pass comprehensive smoke free air policies. In April 2003, Bloomington passed the most comprehensive ordinance in the state banning smoking in all public places. Monroe County followed in May 2003.
- ITPC has implemented a comprehensive training plan for staff, board, and partners. Through a variety of training mechanisms, partners are getting the resources needed to implement their local tobacco control programs. These training opportunities include regional workshops, partnership "cluster" meetings, youth education and cessation training, comprehensive conference call/technical assistance structure and an opportunity for regular information sharing and problem

solving among partners.

### Statewide Media Campaign:

- Every county in the state is being reached by the media campaign and results from the media tracking surveys indicate that 75% of Indiana youth and adults are aware of advertisements from the ITPC media campaign.
- Youth who were aware of at least one ITPC ad were 45% more likely to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC ads. Adults who confirmed seeing an ITPC ad were 51% more likely to believe the dangers of tobacco use.
- Youth that could recall at least one ITPC TV ad were 55% more likely to agree with anti-tobacco industry attitudes than those who have not seen any TV ads.
- A website, [www.WhiteLies.tv](http://www.WhiteLies.tv) was created to educate consumers on negative health consequences of tobacco use in Indiana and the burden on Hoosiers. [www.WhiteLies.tv](http://www.WhiteLies.tv) has received over 2 million successful hits.
- ITPC continued its support of the youth-led movement, Voice, and held the second "Say What" Voice youth summit, where 300 Indiana youth gathered to learn about Voice and how to "Have Your Say" against the tobacco industry. The youth-focused website, [www.voice.tv](http://www.voice.tv), has had over 500,000 hits.
- ITPC partnered with many events throughout the state including: the 1st Annual Tobacco-Free Day at the Indiana State Fair, Indiana Black Expo Summer Celebration, Coca-Cola Circle City Classic, Fiesta Indianapolis, and La Gran Fiesta.
- Indiana news media have devoted more newsprint and airtime to tobacco control stories, specifically about the local coalition activities and issues surrounding smokefree air policies. Compared to 1999-2000, coverage of tobacco issues in Indiana newspapers has increased by over 900 articles in 2002-2003. This media coverage is raising the awareness of tobacco use and related health issues throughout the State, shaping attitudes and beliefs.

### Enforcement of Indiana's Youth Access to Tobacco Laws:

- The ITPC partnership with the Alcohol and Tobacco Commission (ATC) has reduced the non-compliance rate of tobacco retail sales to minors from 29% in October 2001 to 14% in June 2003 — the lowest rate ever.

### Evaluation:

- ITPC's evaluation and research coordinating center conducted the first adult tobacco survey and the second youth tobacco survey in Indiana allowing Indiana to look more in depth as to why Hoosiers smoke.
- ITPC designed and implemented a web-based tracking system to allow ITPC partners to report their activities and conducted an annual assessment to gauge progress from the first year.

ITPC has made great strides in the past two years and is beginning to realize its efforts. We must not let up but continue to educate Hoosiers and raise awareness of tobacco prevention and control issues. Indiana has a long way to go to reverse the damage brought on by decades of tobacco use and tobacco adver-

tising and promotion. This year's annual report shows that by providing adequate funding, Indiana can implement a comprehensive tobacco control program that will make a difference in the lives of Hoosiers.

## Tobacco Use Burden on Indiana

Tobacco use is the single most preventable cause of death and disease in the United States. Smoking alone is responsible for more than 420,000 premature deaths in the United States annually, killing more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides, combined<sup>1</sup>. Close to 10,300

### Adult smoking prevalence, 2002

HIGH 5 STATES		
Rank	State	Smoking Rates
1	Kentucky	32.6%
2	Alaska	29.3%
3	West Virginia	28.4%
4	Tennessee	27.7%
5	Indiana	27.6%
LOW 5 STATES		
Rank	State	Smoking Rates
46	Connecticut	19.4%
47	New Jersey	19.0%
48	Massachusetts	18.9%
49	California	16.4%
50	Utah	12.8%

*In 2002, Indiana's smoking rate remained at 27%, similar to 2001. Smoking prevalence among states range from 13% in Utah to 33% in Kentucky.*

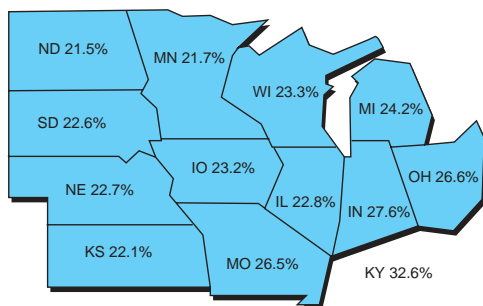
of these deaths happen to Hoosiers<sup>2</sup>. These include deaths from lung and other cancers, cardiovascular diseases, infant deaths attributed to maternal smoking, and burn deaths. These premature deaths also include deaths from lung cancer and heart disease attributable to exposure to secondhand smoke.

### Adult smoking

More than 1.2 million adults in Indiana smoke cigarettes. This makes up 27% of the State's adult population. Indiana is consistently in the list of states with the highest smoking rates and consistently higher than the United States, where the adult smoking rate is 23%.

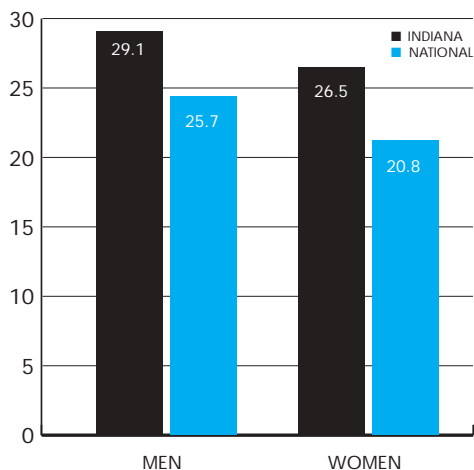
Indiana measures its adult smoking prevalence using the Indiana Behavior Risk Factor Surveillance Survey (BRFSS). However, Indiana conducted its first Adult Tobacco Survey (ATS) in 2002 allowed for a more in-depth look at factors that impact Hoosier smoking. Data from the ATS and BRFSS is the same for overall adult smoking prevalence. Some differences are seen in comparing results by gender, race/ethnicity and age. The remaining

### Surrounding States Adult Smoking Prevalence, 2002



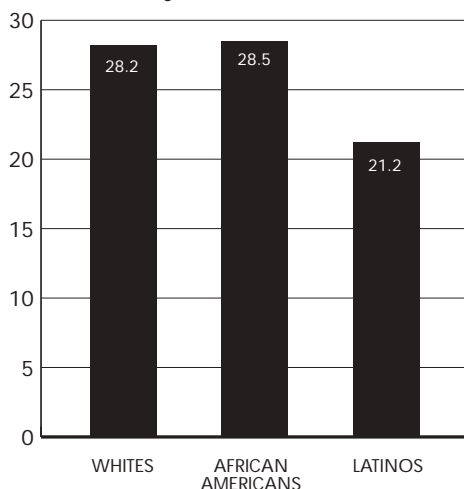
**FIG. 1:** With the exception of Kentucky and Ohio, Indiana has higher adult smoking rates than its border states and the Midwest region<sup>3</sup>.

**Chart 1: Adult Smoking Prevalence, Gender, Indiana vs. U.S.**



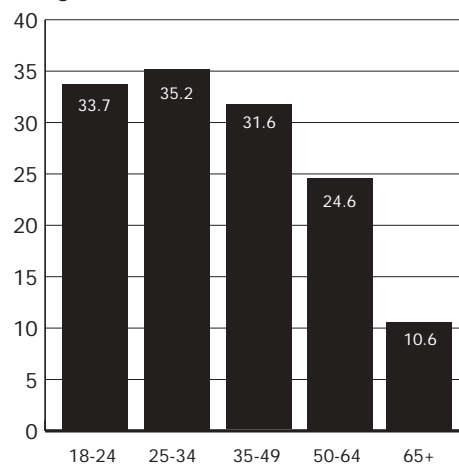
*Smoking by Hoosier men and women is higher than U.S. men and women.*

**Chart 2: Indiana Adult Smoking Prevalence, Race/Ethnicity, 2002**



*The smoking rate for White and African American adults are slightly higher than the State rate, while the Latino rate is lower at 21.2%. Focusing on the impact of race/ethnicity, Latinos are 68% less likely than Whites to be current smokers. No statistical differences were found between African Americans and Whites.*

**Chart 3: Indiana Adult Smoking Prevalence, Age, 2002**



*The highest smoking rates are found in the 18-24 and 25-34 age groups with smoking rates declining as age increases. Nearly one-third of Hoosier adults age 49 and below are current smokers.*



results will use data from ATS.

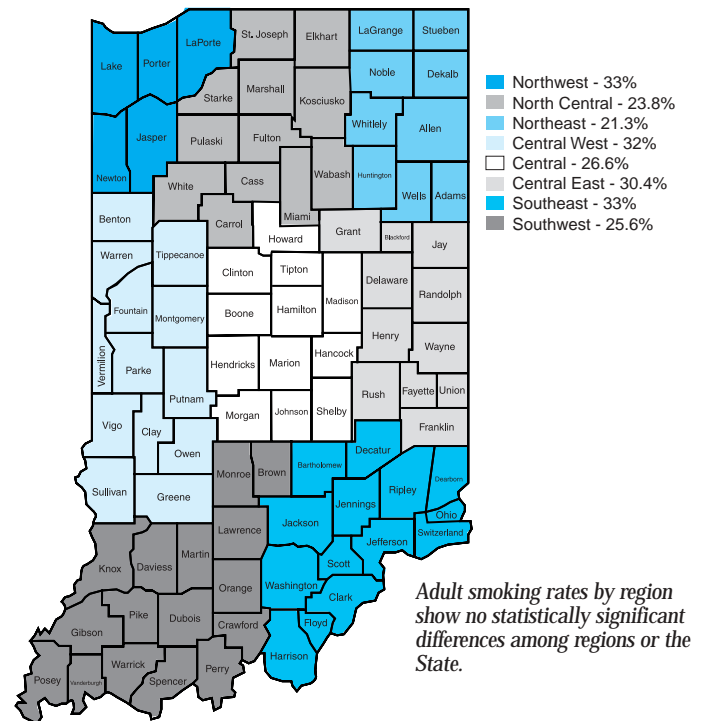
Adult smoking rates for men (29.1%) remain slightly higher than those for women (26.5%), although rates for women continue to rise in recent years. Hoosier smoking rates by gender are 13-27% higher than the national averages as illustrated in Chart 1: Adult Smoking Prevalence by Gender, Indiana vs. U.S., 2002.

Smoking rates in Indiana are varied among race/ethnic and age groups. As illustrated in Chart 2: Indiana Adult Smoking Prevalence by Race/Ethnicity, 2002, White Hoosiers have a smoking rate slightly higher than the State with 1.1 million smokers; similar to Whites, 28.5%, or 147,000 African Americans smoke while Latinos are lower at approximately 21% representing 34,000 Latino Hoosiers. Latinos are 68% less likely than Whites to be current smokers<sup>4</sup>.

Also illustrated in Chart 3: Indiana Adult Smoking Prevalence by Age Group, 2002, approximately one-third of adults age 49 and younger report current smoking, with the 18-24, 25-34 and 35-49 age groups reporting higher smoking rates than older adults.

Data from the ATS was collected based on geographic region. This is the first time Indiana has estimates for geographic areas smaller than the state. Smoking rates by region range from 21% in Northeast Indiana to 33% in Northwest and Southeast Indiana regions, however there are no statistical differences among these rates.

**Fig. 2: Adult Smoking Prevalence by Indiana Region, 2002**



## Youth

Approximately 23% of Indiana high school (9th to 12th grades) and 9% of middle school (6th to 9th grades) students report current cigarette use. This is a 26% decline among Indiana high school students since 2000. Indiana's high school students smoking prevalence has decreased to lower than the U.S. overall average, which is 28%<sup>5</sup>. A slight decline of 12% was also seen among middle school students. Rates for middle school youth in Indiana and U.S. overall are comparable.

Data from the 2002 Indiana Youth Tobacco Survey (YTS) serves as a benchmark to the progress Indiana is making towards its objectives and is a valuable data source, however caution must be used when interpreting these data. The decrease in prevalence in high school and middle school youth is statistically valid and significant, however due to the sampling differences and response rate these initial findings need further validation<sup>6</sup>. ITPC will be conducting the YTS again in

2004 to further evaluate youth smoking.

## Middle School Youth

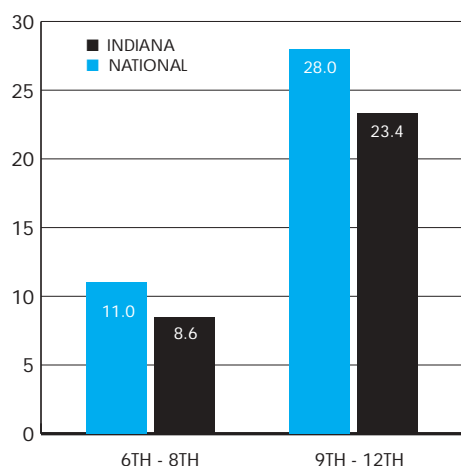
Smoking rates for middle school girls is higher than that for boys. There are no significant differences in middle school smoking among race/ethnic groups as shown in Chart 6: Indiana Middle School Smoking by Race/Ethnicity, 2002.

Smoking rates increase as a youth ages. As shown in Chart 7: Indiana Youth Smoking by Grade, 2002, approximately 5% of 6th grade students are current smokers increasing to 11% by the time students are 8th graders, and then a jump to 20% of 9th grade students smoking then increasing to 28% when they are 12th graders.

## High School Youth

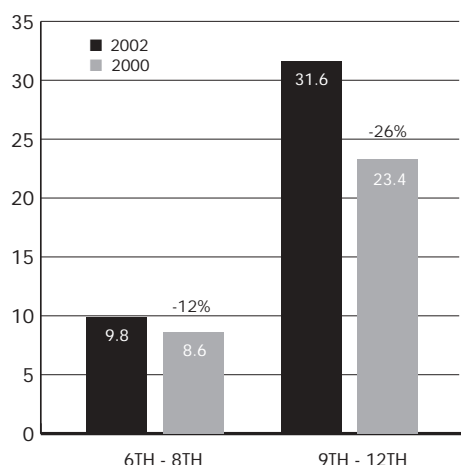
Smoking rates for high school girls and boys are similar to the state rate. There appear to be some differences between White and African American high school youth, as illustrated in Chart 8: Indiana High School Smoking by Race/Ethnicity, 2002. The rate for White students is similar to the state average, while African Americans and Latinos are lower.

Chart 4: Cigarette Smoking by Youth, Indiana vs. U.S., 2002



*In 2002, Indiana's smoking rates dropped below the national averages. The most current national data is for 2000.*

Chart 5: Indiana Current Youth Smoking 2000-2002



*For high school students the smoking rates dropped by 26% between 2000 and 2002, bringing Indiana lower than the national average. Middle school smoking rates declined slightly.*

## Tobacco's Impact of Minority Populations

### AFRICAN AMERICANS

Each year, approximately 45,000 African Americans die from a preventable smoking-related disease<sup>7</sup>. If current trends continue, an estimated 1.6 million African Americans who are now under the age of 18 years will become regular smokers. About 500,000 of those smokers will die of a smoking-related disease<sup>8</sup>. The rate for Hoosier African Americans smokers is higher than other African Americans in the United States, as illustrated in Table 2. Indiana's smoking rate for African Americans is 28% and does not differ statistically from the smoking rate for other race/ethnic groups (26%). Similarly the rates for African American men and

Smoking Prevalence of African American Adults, 2002

Indiana	28.5%
United States	23.9%

women, of 29% and 28%, respectively, do not differ significantly from other race/ethnic groups.

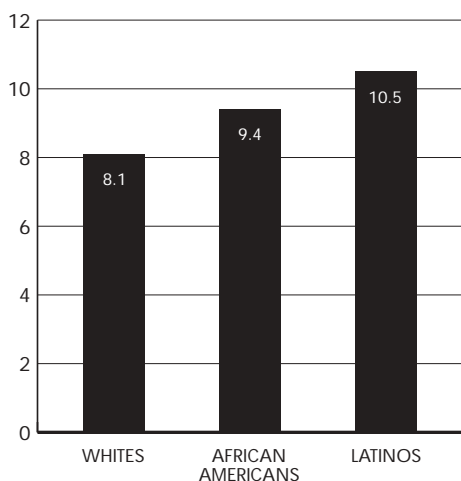
*TABLE 2: Smoking rate of African Americans in Indiana is higher than African Americans in U.S. overall.*

The smoking rate for 18 to 24 years old African Americans was substantially lower than the smoking rate for other age groups (22% vs. 42%), however this comparison was only marginally significant. A significantly larger proportion of younger (18 to 24) African Americans reported to never have smoked cigarettes than their peers in other race/ethnic groups (76% vs. 49%).

There were no differences in smoking rates among African Americans among regions of the State. The regional smoking rates for African Americans did not differ from other race/ethnic groups within those regions.

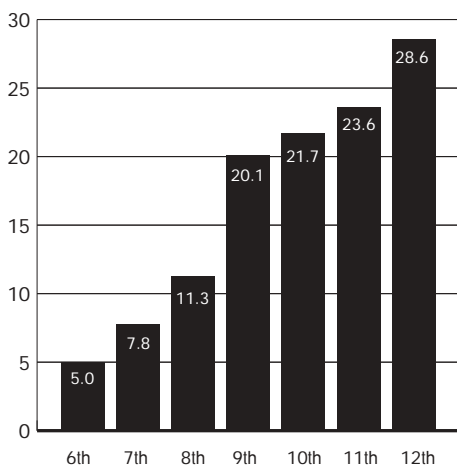
Other racial/ethnic differences show that approximately three of

Chart 6: Indiana Middle School Smoking, Race/Ethnicity, 2002



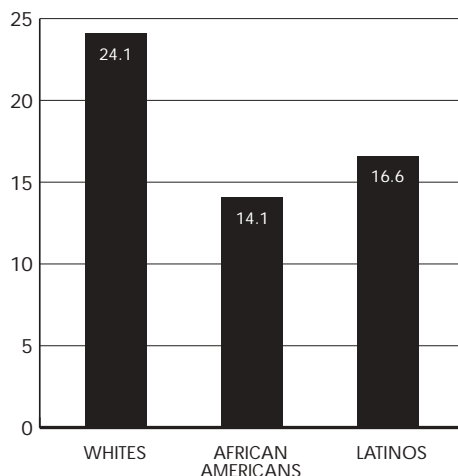
*Smoking rates among middle school youth do not vary by race and ethnicity.*

Chart 7: Indiana Youth Smoking, by Grade, 2002



*Smoking increases as youth age with rates ranging from 5% in 6th graders to 28% in 12th graders.*

Chart 8: Indiana High School Smoking, Race Ethnicity, 2002



*The proportion of White high school youth smoking is higher than African Americans and Latinos.*

every four African American smokers prefer menthol cigarettes. Menthol may facilitate absorption of harmful cigarette smoke constituents<sup>9</sup>. African Americans typically smoke fewer cigarettes per day but suffer more from smoking-related diseases than Whites.

The tobacco industry attempts to maintain a positive image and public support among African Americans by supporting cultural events and making contributions to minority higher education institutions, elected officials, civic and community organizations, and scholarship programs. A one-year study found that three major African American publications — Ebony, Jet, and Essence — received proportionately higher profits from cigarette advertisements than did other magazines<sup>10</sup>.

**African American Youth**

Approximately 9% of African American middle school students report current cigarette use. In Chart 10: Current tobacco use by Indiana African American Middle School Youth, 2002, we see that cigars are used more than cigarettes, followed by bidis.

Use of spit tobacco products is similar among all middle school youth, while cigar use is significantly higher among African Americans and Latinos compared to Whites. A greater proportion of African American and Latinos use pipe tobacco than Whites. A higher percentage of African Americans and Latinos use bidis than White middle school youth.

As youth age into high school, cigarette and cigar use among African American youth increase with cigarette use (14.1%) surpassing cigar use (11.5%). There is also a decrease in bidis use among high school students indicating that this is a product appealing to younger populations.

Fewer African American high school youth smoke compared to the State's overall rate (23%). In comparing African Americans to other race/ethnic groups, a smaller proportion of African American high school youth use spit tobacco compared to Whites and Latinos. Cigar use is similar in all groups while bidis are

used among African American high school students than among Whites and Latinos.

**Health Effects of Tobacco for African Americans**

African American men are at least 50% more likely to develop lung cancer than White men<sup>11</sup>. African American men have a higher mortality rate of lung and bronchus cancer (100.8 per 100,000) than do White men (70.1 per 100,000)<sup>12</sup>.

Smoking significantly elevates the risk of stroke. Stroke is associated with cerebrovascular disease, a major cause of death in the United States. Cerebrovascular disease is twice as high among African American men (53.1 per 100,000) as among White men (26.3 per 100,000) and twice as high among African American women (40.6 per 100,000) as among White women (22.6 per 100,000)<sup>13</sup>.

Stroke and hypertension contribute to cardiovascular disease deaths, which are the leading causes of deaths in the U.S., including of African Americans. More people die of cardiovascular diseases attributed to smoking than cancer<sup>14</sup>. Twenty one percent (21%) of all coronary heart disease deaths in the U.S. are due to smoking<sup>15</sup>.

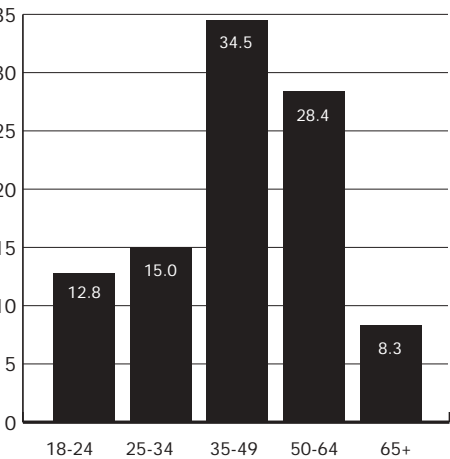
**LATINOS**

The smoking rates for Latinos in Indiana is similar to Latinos in the U.S. overall (21.2% vs. 22.0%), as illustrated in Table 3: Smoking Prevalence of Latino Adults. The smoking rate for Latinos in Indiana does not differ statistically from smoking rate

Smoking Prevalence of Latino Adults	
2002 Indiana	21.2%
2002 United States	22.0%

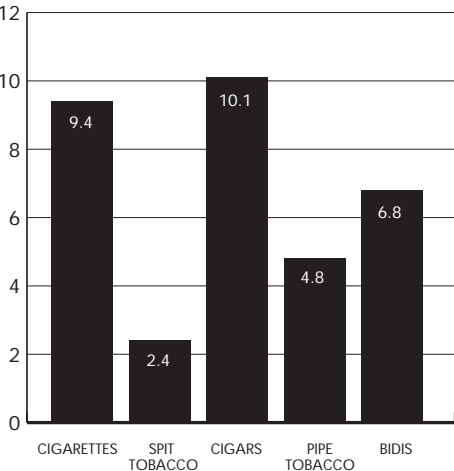
for other groups (28%). The smoking rate for Latino men is 73%

**Chart 9: Current Smoking African American by Age Group, 2002**



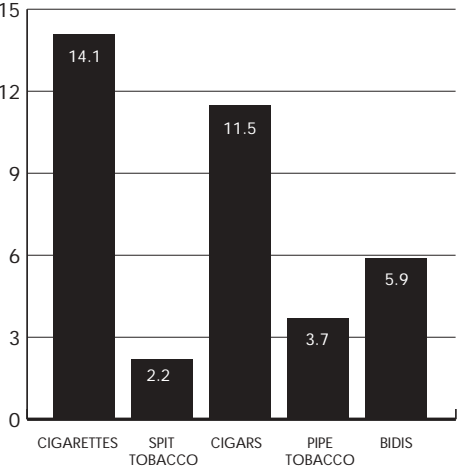
The proportion on African American smokers ages 18-24 is surprisingly low for this age group. Nearly 35% of African Americans ages 35-49 are current smokers.

**Chart 10: Current Tobacco Use by Indiana African American Middle School Youth, 2002**



Cigarettes and cigars are the preferred form of tobacco use among African Americans middle school youth.

**Chart 11: Current Tobacco Use by Indiana African American High School Youth, 2002**



Cigarettes and cigars are the preferred forms of tobacco use among African Americans high school youth, with the proportion of youth using these products increases with school grade.



and for women is 28%, which does not differ significantly from other race/ethnic groups<sup>16</sup>.

TABLE 3: Smoking rates for Latinos in Indiana and U.S. are similar

A smaller proportion of younger Latino adults (aged 25 to 34) are current smokers (23%) compared to the same age category in other race/ethnic groups (48%), while the rates for Latinos in other age groups did not differ from one another.

The smoking rate for Latinos in Northwest Indiana (Counties of Lake, Porter, LaPorte, Newton and Jasper) was significantly lower than the smoking rate for other race/ethnic groups in the Northwest region (14% vs. 55%). The smoking rate of other regions did not significantly differ between Latinos and other race/ethnic groups.

Latino Youth

Approximately 10% of Latino middle school students currently smoke cigarettes, a similar rate for cigars. Spit tobacco use is similar in all race/ethnic groups, but bidis use among Latino middle school youth is twice that of all youth. The proportion of Latinos and African Americans using pipe tobacco use is greater than that for White youth.

As Latino middle school youth progress into high school, the proportion using cigarettes and cigars increases, while spit and pipe tobacco use rates decline. The proportion of Latino youth that use bidis drops from 8% in middle school to 0% among high school youth.

Approximately 16% of Latino high school youth currently smoke cigarettes, while the second most used form of tobacco is cigars with 11% of Latino high school students using these products while there is no reported use of smokeless tobacco. Latino high school students have a slightly higher use for pipes compared to other youth.

Health Effects of Tobacco for Latinos

As with the U.S. overall, cancer, heart disease and stroke are the leading causes of death among Latinos. Of cancers, lung cancer is

the leading cause of cancer deaths among Latinos.<sup>17</sup> Lung cancer deaths are about three times higher for Latino men (23.1 per 100,000) than for Latino women (7.7 per 100,000).<sup>18</sup>

Pregnant Women

Smoking can impact the lives of even the youngest Hoosiers. Approximately 20% of women in Indiana smoked during pregnancy between 1999 and 2001<sup>19</sup>. Smoking during pregnancy is associated with poor health outcomes, such as low birth weight, premature birth, growth retardation, and Sudden Infant Death Syndrome (SIDS). Women who smoke have a higher incidence of ectopic pregnancy. Pregnant smokers also have a 30-50% higher risk for miscarriage than nonsmokers.

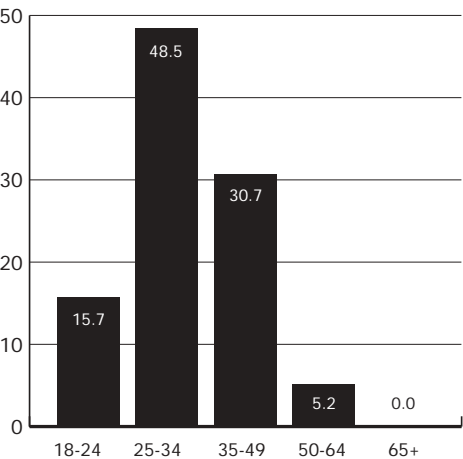
Pregnant smokers ready to quit should know that it's never too late to quit smoking during your pregnancy. Many pregnant women are tempted to cut down the number of cigarettes they smoke instead of quitting. Cutting down to less than 5 cigarettes a day can reduce risk, but quitting is the best thing pregnant women can do for themselves and their baby. The benefits of quitting smoking can be seen immediately. After just one day of not smoking, the baby will get more oxygen. While women experience withdrawal symptoms these are often signs that the body is healing. They are normal, temporary, and will lessen in a couple of weeks. Quitting

Pregnant Women Smoking Prevalence, 1999

TOP 5 STATES		
Rank	State	Smoking Rates
1	West Virginia	26.1%
2	Kentucky	24.5%
3	Wyoming	21.0%
4	Indiana	20.9%
5	North Dakota	19.2%

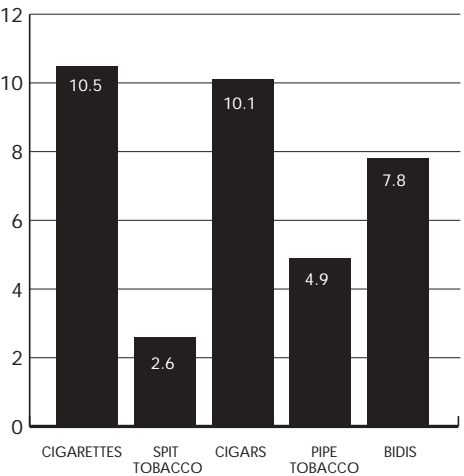
TABLE 4: Indiana has the 4th highest smoking rate in the U.S. among pregnant women at 21%. Indiana is higher than the national average of 12%.

Chart 12: Current Smoking Latino by Age Group, 2002



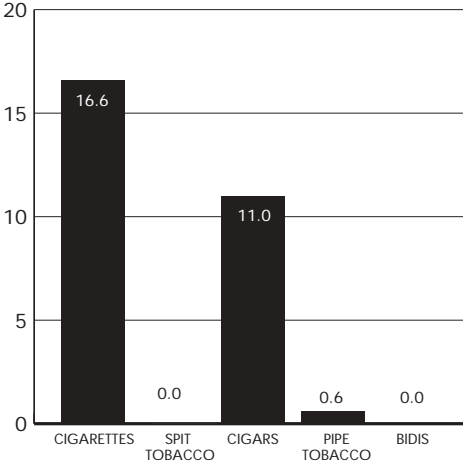
Nearly half of Latinos in the 25-34 age group are smokers.

Chart 13: Current Tobacco Use by Indiana Latino Middle School Youth, 2002



Cigarettes and cigars are the preferred form of tobacco among Latino middle school youth. These youth also have a high proportion of bidis use.

Chart 14: Current Tobacco Use by Indiana Latino High School Youth, 2002



Cigarette and cigar use increases in Latin high school youth, while there is nearly no use of other forms of tobacco.

gives more energy and helps make breathing easier.

In 1999, Indiana was one of four states with a percentage of greater than 20% of women who smoked during pregnancy.

The rate of Indiana mothers who reported smoking during pregnancy is close to double the national average. Even more alarming are rates in Indiana counties that exceed state and national rates. The table below lists Indiana's counties along with the percentage of mothers who reported smoking during

**Percent of Mothers Who Reported Smoking During Pregnancy, Indiana Counties, 2001**

COUNTY	%	COUNTY	%	COUNTY	%
Adams	13.1	Hendricks	13.8	Pike	22.9
Allen	16.4	Henry	30.0	Porter	17.9
Bartholomew	20.5	Howard	22.5	Posey	19.3
Benton	20.6	Huntington	24.2	Pulaski	25.7
Blackford	29.6	Jackson	23.5	Putnam	31.9
Boone	13.9	Jasper	23.2	Randolph	27.9
Brown	20.9	Jay	23.0	Ripley	20.7
Carroll	16.2	Jefferson	27.2	Rush	23.6
Cass	26.3	Jennings	28.5	St. Joseph	15.1
Clark	21.5	Johnson	16.4	Scott	37.3
Clay	35.5	Knox	27.6	Shelby	27.6
Crawford	32.6	LaGrange	9.3	Starke	35.7
Daviess	16.6	Lake	15.1	Steuben	30.0
Dearborn	23.7	LaPorte	25.1	Sullivan	21.5
Decatur	25.9	Lawrence	23.5	Switzerland	28.4
DeKalb	30.4	Madison	28.3	Tippecanoe	13.0
Delaware	24.7	Marion	19.3	Tipton	20.2
Dubois	15.0	Marshall	20.7	Union	16.7
Elkhart	17.4	Martin	17.6	Vanderburgh	23.7
Fayette	34.4	Miami	27.8	Vermillion	29.3
Floyd	24.9	Monroe	17.3	Vigo	30.3
Fountain	23.5	Montgomery	28.3	Wabash	22.8
Franklin	21.6	Morgan	25.1	Warren	21.3
Fulton	33.7	Newton	36.2	Warrick	16.3
Gibson	26.0	Noble	25.0	Washington	26.2
Grant	29.8	Ohio	24.6	Wayne	28.6
Greene	25.4	Orange	30.3	Wells	16.8
Hamilton	6.1	Owen	27.1	White	22.5
Hancock	20.3	Parke	32.9	Whitley	22.6
Harrison	27.8	Perry	31.8		

**TABLE 5: The proportion of pregnant women smoking during pregnancy ranges from 6% to 37% by county.**

pregnancy. These county rates range from 37.3% to 6.1%.

## OTHER TOBACCO USE

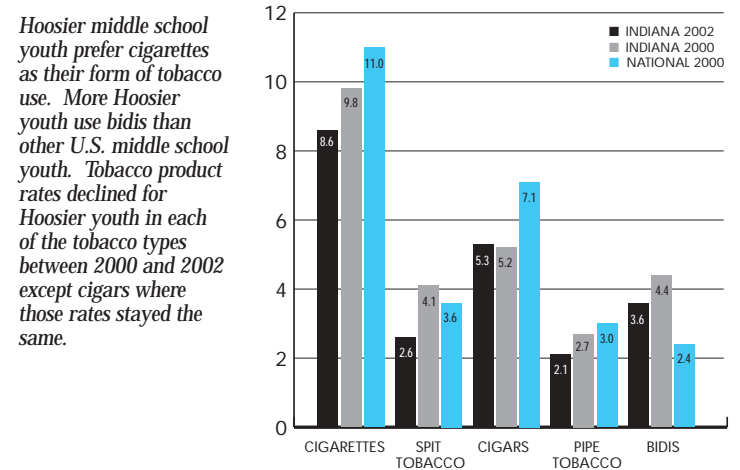
While cigarettes are the preferred form of tobacco use in Indiana, other products are used. Other tobacco products include spit or chewing tobacco, cigars, pipes, and bidis.

### Spit Tobacco

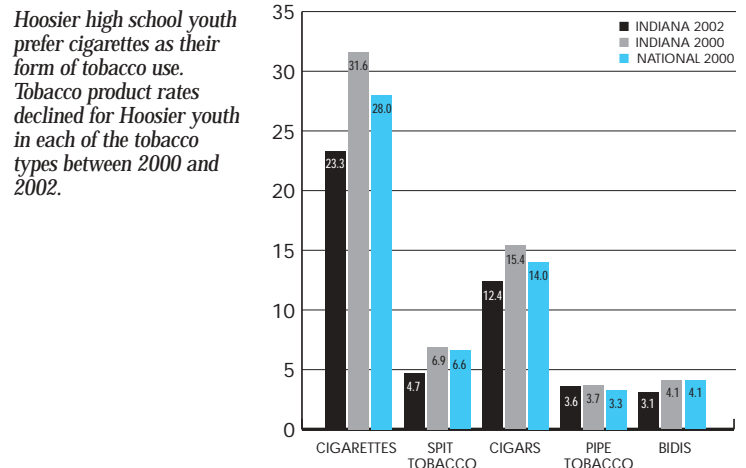
Close to 19% of Hoosier adults have tried spit tobacco, and of those adults nearly 17% use these tobacco products every day or some days. This is slightly less than the U.S. rate of 22% of adults who currently use spit tobacco. Of those Indiana adults who use spit or chewing tobacco every day or some days, one-third use less than one can per week and another 36% use 1-2 cans of spit tobacco per week.

Approximately 3% of middle school and 5% of high school youth currently use spit tobacco. As illustrated in Chart 15: Current Use of All Tobacco Products by Middle School Youth, Indiana vs. U.S., 2000-2002

**Chart 15: Current Use of All Tobacco Products by Middle School Youth, Indiana vs. U.S., 2000-2002**



**Chart 16: Current Use of All Tobacco Products by High School Youth, Indiana vs. U.S., 2000-2002**



U.S., 2000-2002 and Chart 16: Current Use of All Tobacco Products by High School Youth, Indiana vs. U.S., 2000-2002, these rates are lower than the nation.

### Cigars, Pipe tobacco and Bidis

Few middle school youth are regular users of cigars (5.3%), while over 12% of high school youth currently smoke cigars. Less youth use pipes, with only 2% in middle school and approximately 4% in high school. Approximately 3% of middle and high school youth currently use bidis. Use rates for cigars, pipes and bidis by Hoosier youth are lower than the national averages except for middle school youth using bidis. This Indiana rate is higher than the national average (3.6% vs 2.4%). Indiana high school youth use pipe tobacco the same rate as the U.S.

### HEALTH CONSEQUENCES

Smoking alone is responsible for more than 420,000 premature deaths in the United States annually, killing more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides, combined<sup>20</sup>.

Cancers, heart diseases and strokes are the leading causes of death in the U.S. and Indiana. Smoking and other tobacco use is a major risk factor for these leading killers. Smoking contributes to close to 420,000 U.S. deaths annually, with nearly 10,300 deaths in Indiana. Chart 18: Annual Deaths Caused by Major Smoking-related Diseases outlines the major diseases resulting in these deaths<sup>21</sup>.

More than 30% of all cancers are due to smoking<sup>22</sup>. Cancers caused by or developed from smoking include: lung, larynx, oral cavity and esophagus, bladder pancreas, uterus, cervix, kidney and stomach<sup>23</sup>. Smoking is responsible for 87% of lung cancers<sup>24</sup>. Smoking-attributed lung cancer death rate in Indiana is 18% higher than the national average with 107.1 per 100,000 deaths during 1999<sup>25</sup>.

Men who smoke increase their risk of death from lung cancer by more than 22 times and from bronchitis and emphysema by nearly 10 times. Women who smoke increase their risk of dying

from lung cancer by nearly 12 times and the risk of dying from bronchitis and emphysema by more than 10 times<sup>26</sup>. In 1987, lung cancer surpassed breast cancer as the leading cause of cancer death among women.

Smoking is a known cause of chronic obstructive pulmonary disease (COPD), which includes chronic bronchitis and emphysema<sup>27</sup>. Smoking accounts for 80% of all COPD deaths in the U.S.<sup>28</sup>. Indiana has a 30% higher smoking attributable death rate due to COPD compared to all other states<sup>29</sup>.

Twenty-one percent of all coronary heart disease deaths in the U.S. are due to smoking<sup>30</sup>. Other cardiovascular smoking deaths include stroke and high blood pressure. The smoking attributable death rate for coronary heart disease in Indiana was 71 per 100,000 deaths in 1999, 20% higher than the all state average<sup>31</sup>.

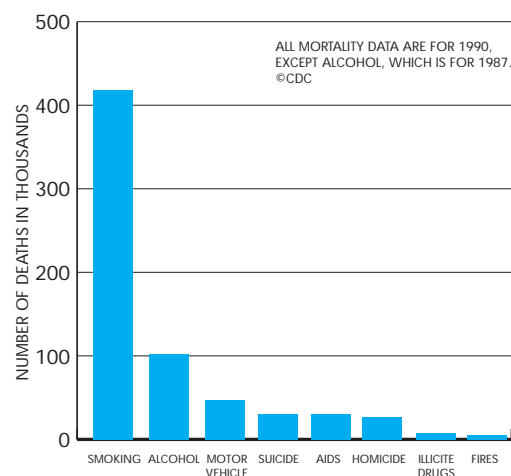
### SECONDHAND SMOKE

Secondhand smoke, or environmental tobacco smoke (ETS), is a mixture of sidestream smoke and exhaled smoke in the air. Secondhand smoke has been shown to cause heart disease, cancer, respiratory problems and eye and nasal irritation. Exposure to secondhand smoke takes place in the home, public places, worksites and vehicles.

Secondhand smoke (SHS) is classified as a Group A carcinogen (cancer causing agent) under the Environmental Protection Agency's (EPA) carcinogen assessment guidelines. SHS contains over 4,000 compounds, more than 50 carcinogens and other irritants and toxins.<sup>32</sup>

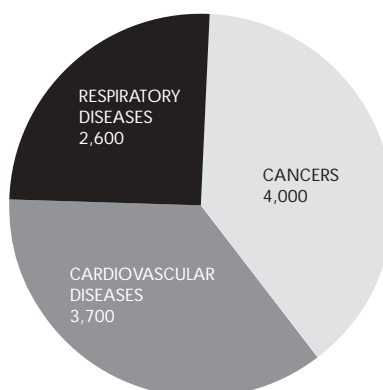
Exposure to secondhand smoke is one of the leading causes of preventable death. Each year in the United States, an estimated 53,000 deaths are attributable to secondhand smoke breathed by nonsmokers, making it the third leading cause of preventable death<sup>33</sup>. Of these deaths, 3,000 are due to lung cancer each year with an estimated 800 from exposure at home and 2,200 from exposure in work or social settings<sup>34</sup>. In Indiana each year 930-1,690 Hoosiers die from others' smoking, such as exposure to secondhand smoke or smoking during pregnancy<sup>35</sup>.

**Chart 17: Annual Deaths From Smoking Compared with Selected Other Causes in the United States**



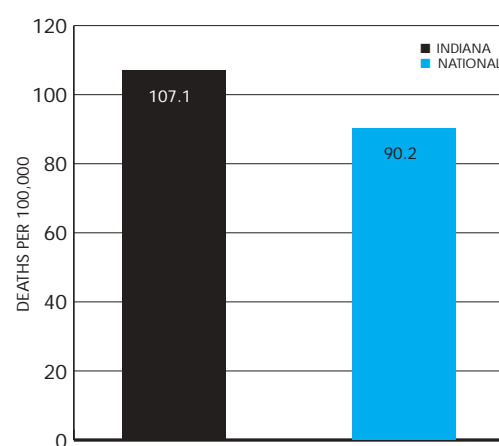
*The number of deaths to tobacco far exceeds deaths by other causes.*

**Chart 18: Indiana Annual Deaths Caused by Major Smoking-related Diseases**



*Cardiovascular diseases cause nearly as many tobacco-related deaths to Hoosiers as do cancers.*

**Chart 19: Smoking Attributable Lung Cancer Deaths, Indiana vs. All States, 1999**



*Indiana's lung cancer death rate is 18% higher than the national average.*

### Major Health Effects of Secondhand Smoke Exposure in Children

Sudden Infant Death Syndrome	SHS causes irritation of the airways; maternal smoking is a risk factor for SIDS and lower birth weight
Acute and Chronic Respiratory Illness	SHS particles get into the airways and alveoli; can increase severity with irritation of the lungs; greatest impact occurs during first year of life
Asthma	Smoking during pregnancy may affect lung growth; SHS increases risk of lower respiratory infection
Middle Ear Disease	SHS exposure strongly linked with ear infections

**TABLE 6: Children experience significant health problems due to exposure to secondhand smoke.**

Every day more than 15 million children are exposed to SHS in the home, including 420,000 Hoosier children<sup>36</sup>. Millions of doctor visits and thousands of hospitalizations occur due to children's exposure to secondhand smoke.

Table 6: Major Health Effects of Secondhand Smoke Exposure in Children highlights the most common health effects caused by secondhand smoke exposure in children. Children are especially affected by secondhand smoke because their bodies are still developing and can hinder the growth and function of their lungs. Exposure to secondhand smoke results in an estimated 1,900 to 2,700 sudden infant death syndrome (SIDS) deaths each year in the U.S.<sup>37</sup> Hundreds of thousands of lung and bronchial infections are caused by secondhand smoke each year<sup>38</sup>. Children and infants exposed to secondhand smoke in the home have dramatically higher levels of respiratory symptoms and respiratory tract infections<sup>39</sup>. Secondhand smoke exposure increases the number of new asthma cases and worsens asthmatic symptoms. Children of parents who smoke also have an increased number of respiratory infections and symptoms and slower lung development<sup>40</sup>.

### Cessation

Quitting smoking is difficult to do, and with 1.2 million adult smokers in Indiana, there are many people that need help quitting. Despite the number of Hoosier smokers, nearly half (48.5%) tried to quit smoking in the past year. More than 193,000 Hoosiers were successful in quitting last year, as illustrated in Chart 20: Adults Quitting Smoking in Past Year.

- Eighty-six percent (86%) of current smokers expect to quit at some time in their lives.
- Sixty-two percent (62%) plan to quit in the next six months.
- Twenty-five percent (25%) in the next thirty days.

These indicators vary by race/ethnic groups.

### African Americans Quit Intentions

- A significantly greater proportion of African American smokers (90%) expressed intent to quit in the next six months compared to other race/ethnic groups.

- Approximately 62% of African American smokers reported a quit attempt in the last twelve months.

- African American smokers were 7.5 times more likely than Whites to have intentions to quit smoking.

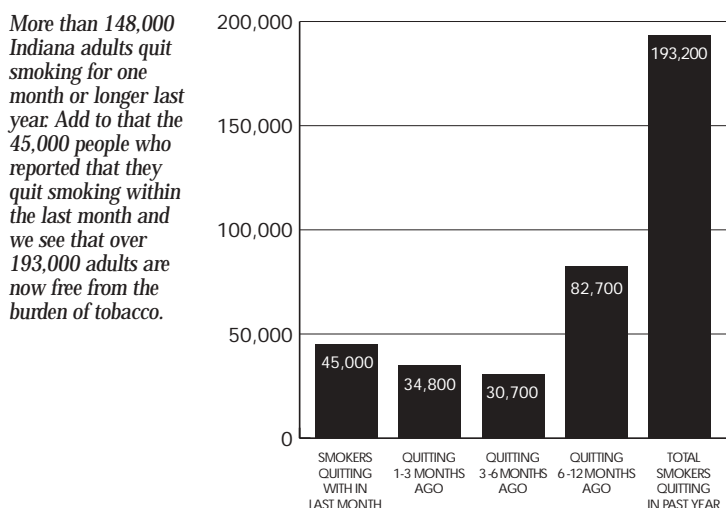
### Quit Intentions of Latinos

- Fifty-one percent (51%) of Latino smokers stated that they plan to stop smoking within next thirty days.
- Among Latino smokers, 68% stated they expect to stop smoking in the next six months.
- Nearly 70% of current Latino smokers tried to quit in the last twelve months.

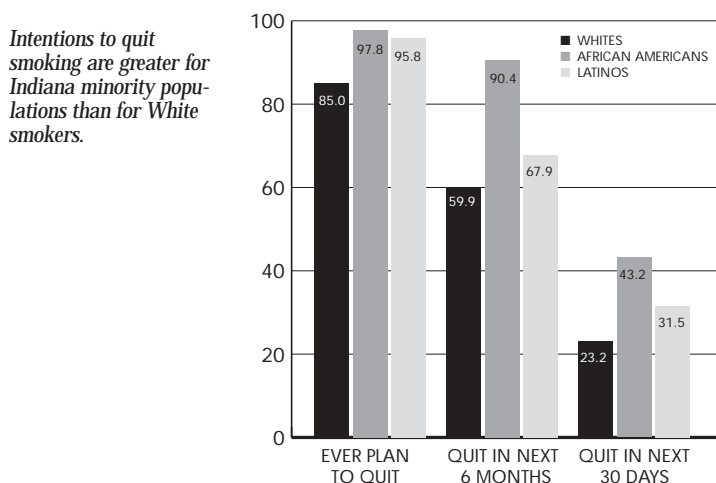
This measure indicates that many Hoosiers are thinking about changing their behaviors and moving toward a readiness to quit tobacco use. Several factors influence whether Hoosier adults have intentions to quit smoking or will attempt to quit.

- As one ages, they are more likely to quit smoking.
- Beliefs about the dangers of secondhand smoke also cause more smokers to want to quit smoking.
- Smokers who received advice from a physician were 2.5

**Chart 20: Adults Quitting Smoking in Past Year**



**Chart 21: Intentions to Quit Smoking**





times more likely to want to quit smoking than those not receiving advice from their doctors.

- Smokers in households that had rules prohibiting smoking were nearly two times as likely to be successful in quitting. More than half (52%) of smokers have some rules restricting smoking in their homes. Eighty-seven percent (87%) of non-smokers have home rules restricting smoking.

Many smokers need help to quit smoking, and the majority (60%) of Hoosiers are aware of local resources to help them quit. However, only 20% of smokers quitting smoking last year used medication and only a few (4%) used cessation counseling to help them quit. Various types of counseling and several pharmacotherapies are recommended strategies to cessation and are more effective if used simultaneously.

### Consumption

Cigarettes smoked by Hoosiers can be estimated through the number cigarette tax stamps sold to tobacco retailer distributors. Data on tax stamp sales are collected through the Indiana Department of Revenue. The number of cigarette stamps sold in SFY 2003 was nearly 17% lower than the number sold in SFY 2002. In SFY 2003, 616 million cigarette stamps were sold in

Indiana, as illustrated in Chart 23: Indiana Cigarette Consumption, SFY 2002-2003. While the number of stamps sold declined 17%, state revenue collected increased by nearly 203% due to the 40-cent increase in Indiana's cigarette tax that took effect July 1, 2002. This increase brought Indiana's tax to 55.5 cents per pack. The current average cigarette tax for all states is 72.9 cents.

### Economic Impact

In addition to the enormous personal, social, and emotional toll of tobacco-related diseases, tobacco use has significant economic impact. Tobacco costs the United States an estimated \$50-\$70 billion annually in medical expenses alone<sup>41</sup>. In 1998, smoking-attributable direct medical expenditures totaled \$1.6 billion in Indiana. These expenditures include annual individual expenditures for four types of medical services, including ambulatory care, hospital care, prescription drugs, and other care (including home health care, nonprescription drugs, and other nondurable medical products). This calculates to \$275 per Hoosier in direct medical expenses related to smoking regardless of whether they smoke or not. Indiana spends \$5.14 in smoking related costs to the State for every pack of cigarettes sold.

Smoking-attributable direct medical expenditures are rising, largely because of medical care inflation and inflation-adjusted, real increases in health care expenditures in the United States. As all states struggle to curb Medicaid costs, it is important to note that about 16% of all Indiana Medicaid expenditures are related to smoking. In the next 25 years, Indiana would spend less by continuing its current tobacco prevention program than it spends caring for dying and sick smokers in just one year. Indiana's comprehensive tobacco control program can save the state millions of taxpayer dollars.

- Indiana spent \$2.3 billion on Medicaid in 1998.
- 16.3% of all Indiana Medicaid expenditures were related to

Tobacco kills more than one Hoosier every hour. That's 28 Hoosiers every day or 10,300 every year.

smoking, equaling \$380 million in 1998.

- Medicaid costs related to smoking increased by 32.9% from 1993-1998 in Indiana.
- If Indiana reduced smoking by 25%, it would save Indiana taxpayers over \$20 million per year in smoking-related Medicaid costs<sup>42</sup>.

### Return on Investment

ITPC is modeled after the nation's most successful tobacco control programs such as Florida, Oregon, Mississippi, California, and Massachusetts.

- California estimated that for every \$1.00 invested in the state tobacco prevention program, California saved \$3.50 in direct healthcare costs.

Chart 22: Rules on Household Smoking, Smokers vs. Nonsmokers

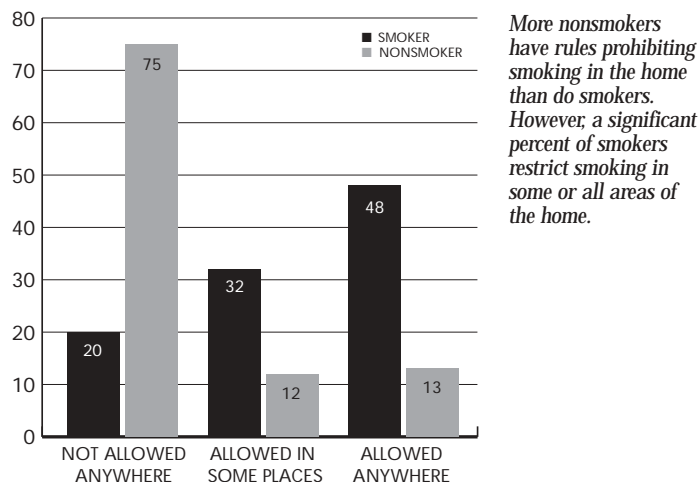
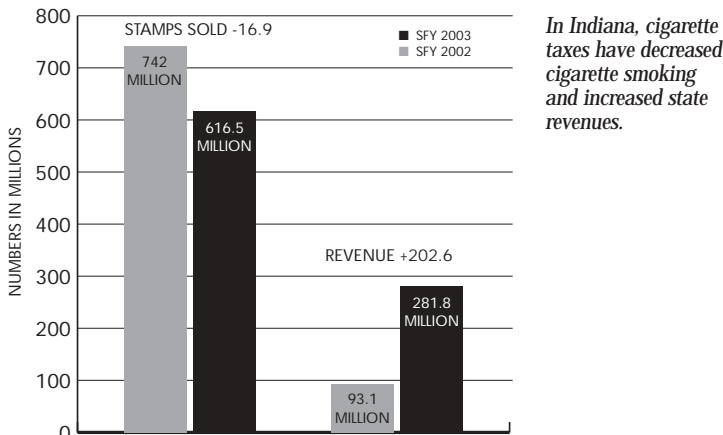


Chart 23: Indiana Cigarette Consumption





■ Massachusetts found that it saved over \$2.00 in direct healthcare costs for every \$1.00 invested in the state tobacco prevention program.

■ Indiana could lock in similar returns on investment by restoring adequate funding for its state tobacco prevention program. CDC recommends that Indiana spend \$34.8 million annually for tobacco prevention programs.

### Tobacco Control Policy

Policy change has been demonstrated as an effective strategy to change social norms regarding tobacco use and to combat the impact tobacco takes on our society. Tobacco control policies include:

- Funding comprehensive tobacco control programs
- Protecting people from exposure to secondhand smoke
- Increasing tobacco taxes
- Providing cessation coverage through health plans and programs
- Authorizing the FDA to regulate all tobacco products
- Ensuring strong youth access laws and enforcing those laws
- Reducing tobacco advertising, promotion, and marketing

### Funding for Comprehensive Tobacco Control Programs

Adequate funding is necessary to carry out a comprehensive tobacco control program and to improve on Hoosier's health that is impacted by the State's alarming tobacco use rates.

Indiana became a "new national leader" in protecting kids from tobacco, according to a 2002 national report issued by the American Lung Association, American Cancer Society, American Heart Association and Campaign for Tobacco-Free Kids, by maintaining funding for its tobacco prevention program and increasing the state cigarette tax in the previous funding cycle.

The 2002 report praised Indiana's leaders for continuing to use \$32.5 million a year of the state's tobacco settlement money to fund a tobacco prevention program despite pressures to cut the funding because of a budget shortfall. At the time the report was released, Indiana ranked sixth in the nation in funding tobacco prevention, the same ranking it held when the health groups released their January 2001 report and was spending 93.4 percent of the minimum amount of \$34.8 million that the U.S. Centers for Disease Control and Prevention (CDC) has recommended the state spend on tobacco prevention. Indiana was one of only four states - along with Maine, Maryland and New Jersey - praised in the report.

Funding for Indiana's comprehensive tobacco control program was reduced by approximately 70 percent in April 2003. The appropriation was reduced to \$10.8 million annually for state fiscal years 2003 and 2004.

The national goal for funding of comprehensive tobacco control is the minimum amount recommended by the CDC:

Annual Recommendation: \$34.78 - \$95.80 million

Source of Funding Master: State Settlement Agreement (MSA)

### Secondhand Smoke

Many Hoosiers spend a significant part of their day at the work-

### Prevalence of Smokefree Worksite Policy Coverage States, 1999

HIGHEST COVERAGE STATES		
Rank	State	Smoking Rates
1	Utah	83.9%
2	Maryland	81.2%
3	California	76.9%
4	Massachusetts	76.7%
5	Vermont	76.6%
LOWEST COVERAGE STATES		
47	Michigan	60.7%
48	South Dakota	59.8%
<b>49</b>	<b>Indiana</b>	<b>58.1%</b>
50	Kentucky	55.9%
51	Nevada	48.7%
All State Average		68.6%

TABLE 7: Nationally, 68.6% of the U.S. workforce worked under a smokefree policy in 1999, compared to Indiana with only 58.1%. Utah ranked the highest with 83.9% of its workers covered.

Chart 24: Prevalence of Smokefree Worksite Policy Coverage, 1993-1999, Indiana vs. Midwest vs. U.S.

The Midwest Region overall is also lagging behind the rest of the country with smoke free worksite policies.

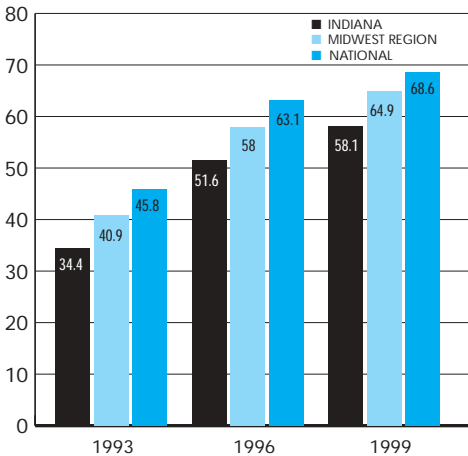
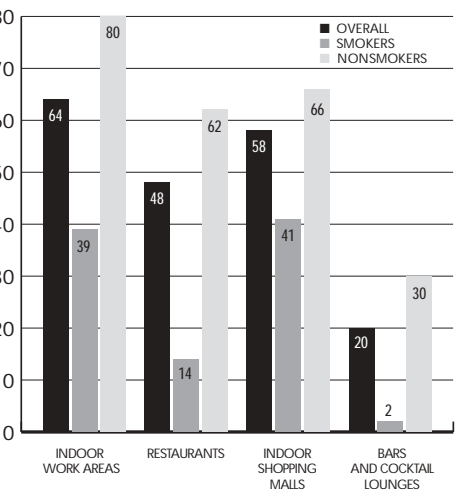


Chart 25: Support for Smoking Bans Among Hoosiers Adults  
Smoking Should not be Allowed in:

There is strong support of smoking bans among Hoosier adults.



place. The 1999 Current Population Study (CPS) indicates that the number of workers covered by a no smoking policy was slightly more than half at 58%, ranking Indiana 49th of all states<sup>43</sup>. Although there has been a relative increase in the proportion of total indoor workforce working under a smokefree policy in Indiana by nearly 50% from 1993 to 1999, compared to the rest of the U.S., Hoosiers lag behind. The Midwestern states overall are trailing the rest of the country in their worksite policies.

As illustrated in Chart 24: Prevalence of smokefree Worksite Policy Coverage, 1993-1999 Indiana vs. Midwest vs. U.S., the number of workers covered by the worksite no-smoking policy is less for Midwestern states and even less for Hoosier workers compared to the U.S. overall.

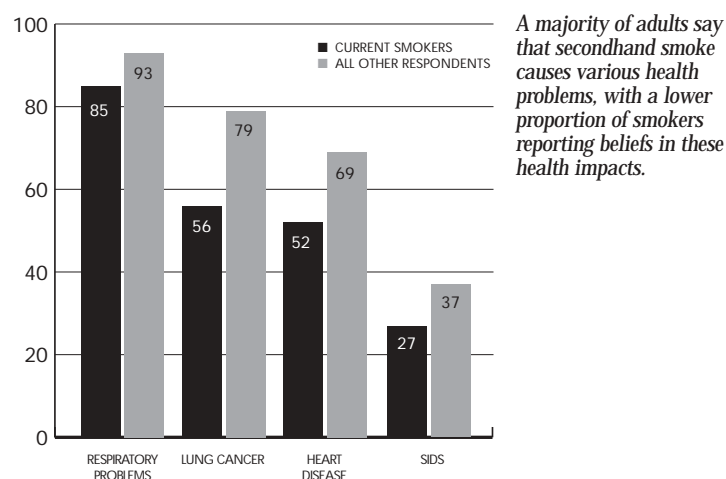
### Attitudes of Smokefree Air Policy

Hoosier adults, especially nonsmokers, support smokefree policies in public places. Illustrated in Chart 25: Support for Smoking Bans Among Hoosier Adults, 64% of all Hoosiers, and 80% of nonsmokers feel smoking should not be allowed in indoor work areas. In addition, half of all adults feel that smoking should be prohibited in restaurants, increasing to over 60% for nonsmokers.

Slightly over half of Hoosier adults believe that secondhand smoke is very harmful. Similarly, many expressed knowledge that exposure to secondhand smoke causes various health problems. These data, however, show strong differences between attitudes and beliefs of current smokers compared to other respondents. Current smokers were much less likely than nonsmokers to be aware of each of the dangers of secondhand smoke, as illustrated in Chart 26: Percent of Adults That Say Secondhand Smoke Causes..., Smokers vs. All Others<sup>44</sup>.

Beliefs of tobacco's harmful effects impact a smoker's intention to quit smoking. Those smokers who are aware that smoke from other people's cigarettes is very harmful were more than twice as likely to intend to quit smoking and more than three times as likely to quit smoking successfully, compared to smokers without this knowledge.

**Chart 26: Percent of Adults That Say Secondhand Smoke Causes..., Smokers vs. All Others**



Attitudes toward smokefree policies in Indiana's minority communities show that African Americans were more likely to believe that secondhand smoke is very harmful to one's health compared to members of other communities (65% vs. 52%).

■ A greater proportion of African Americans in Indiana believe that smoking should not be allowed in any work areas than did other respondents (83% vs. 68%). Similarly, the African American community expressed greater support for banning smoking in restaurants than members of other communities (78% vs. 65%), as well as bars and lounges (82% vs. 70%).

■ Latino nonsmokers are more likely to agree that secondhand smoke is a cause of Sudden Infant Death Syndrome (SIDS) and lung cancer than other nonsmokers. Latino smokers are more likely to believe that smoking should not be permitted in restaurants (88%) compared to other race/ethnic groups (77%).

Many communities throughout Indiana are working on increasing smokefree policies through voluntary policies and public ordinances. In April 2003, Bloomington passed a comprehensive smokefree ordinance protecting all citizens from secondhand smoke in all public places. In May 2003, Monroe County did the same. In the Fall 2002, Delaware County Commissioners debated an ordinance to require worksites and restaurants to become smokefree. The proposed ordinance contained weak policy language and was successfully defeated. Marion County also introduced an ordinance in February 2003. This ordinance has led to much debate throughout the community and is still pending a vote.

Several cities and counties passed smokefree policies for government buildings and facilities, and a number of school districts expanded their smokefree building policy to include all school property and sponsored events. These communities and many more throughout Indiana are preparing their communities for smokefree air policies to protect all citizens from the dangers of secondhand smoke.

Also in 2003, in an effort to decrease children's exposure to secondhand smoke, PL 252 was enacted by the Indiana General Assembly. This law prohibits smoking in a school bus during a school week or while the school bus is being used for school functions. Policies such as these are a step to reducing exposure to secondhand smoke.

### Tobacco Taxes

Health economists have shown that increasing the price of cigarettes causes a reduction in smoking. Numerous U. S. Surgeon General reports have concluded that an optimal level of excise taxation on tobacco products will reduce smoking rates, tobacco consumption and the long-term health consequences of tobacco use. Raising state cigarette taxes always reduces smoking rates and always increases state revenue as shown by states like Michigan and New York<sup>45</sup>.

Economic research studies currently conclude that every 10% increase in the real price of cigarettes reduces adult smoking by about 4% and teen smoking by roughly 7%<sup>46</sup>. There is strong evidence that youth are more responsive to price increases than adults. Youth are up to three times more sensitive to price than adults while younger adults (18-24) are about twice as sensitive

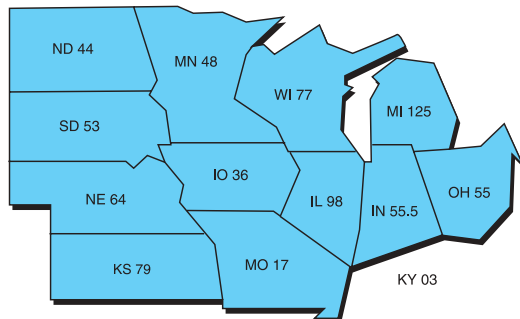
## State Cigarette Excise Taxes Cents per Pack, July 2003

RANK	STATE	TAX	RANK	STATE	TAX
1	New Jersey	205.0	27	Arkansas	59.0
2	Rhode Island	171.0	28	Idaho	57.0
3	Connecticut	151.0	<b>29</b>	<b>Indiana</b>	<b>55.5</b>
3	Massachusetts	151.0	30	Delaware	55.0
5	New York	150.0	30	Ohio	55.0
6	Washington	142.5	33	South Dakota	53.0
7	Hawaii	130.0	34	N. Hampshire	52.0
8	Oregon	128.0	35	Minnesota	48.0
9	Michigan	125.0	36	North Dakota	44.0
10	Vermont	119.0	37	Texas	41.0
11	Arizona	118.0	38	Georgia	37.0
12	Alaska	100.0	39	Iowa	36.0
12	Dist. Columbia	100.0	39	Louisiana	36.0
12	Maine	100.0	41	Florida	33.9
12	Pennsylvania	100.0	42	Oklahoma	23.0
17	Illinois	98.0	43	Colorado	20.0
18	New Mexico	91.0	43	Tennessee	20.0
19	California	87.0	45	Mississippi	18.0
20	Nevada	80.0	46	Missouri	17.0
21	Kansas	79.0	47	Alabama	16.5
22	Wisconsin	77.0	48	South Carolina	7.0
23	Montana	70.0	49	North Carolina	5.0
24	Utah	69.5	50	Kentucky	3.0
25	Nebraska	64.0	51	Virginia	2.5
26	Wyoming	60.0			

**TABLE 8: Indiana ranks 29th among states by cigarette taxes with a 55.5 cents tax. The all state average is 72.9 cents.**

to price than older adults<sup>47</sup>. Recent studies conclude that the greatest impact of price increases is in preventing the transition from youth experimental smoking to regular (daily) smoking. Considering 90% of smokers start as teenagers, a group highly sensitive to price, higher taxes can sharply reduce youth smoking. A reduction in youth smoking will influence a long-term decrease in adult smoking.

A 2002 national report issued by the American Lung Association, American Cancer Society, American Heart Association and Campaign for Tobacco-Free Kids praised Indiana for increasing the state cigarette tax by 40 cents a pack. Prior to July 1, 2002, Indiana had one of the lowest tobacco taxes in the United States:



**Figure 3: Indiana's tax is lower than border states Michigan and Illinois, while higher than Kentucky.**

ranking 44th with a 15.5-cent tax. The increase in the State's cigarette tax to 55.5 cents brings Indiana closer to the all-state average of 72.9 cents<sup>48</sup>. This increase also brings Indiana's tax closer to its border states' taxes. The national goal for state cigarette tax is to bring all state's up to a minimum of \$1.00 per pack.

### Surrounding States Cigarette Taxes

Tobacco taxes still remain one of the strongest interventions to decrease smoking. As discussed on page 11, the 2002 tax increase has had an impact on decreasing cigarette consumption and increasing revenue. If Indiana were to increase its cigarette tax by 50 cents to \$1.055, Indiana could expect to see:

- Fewer Hoosiers smoking- 32,000 adults and 51,000 youth
- Thousands of youth not becoming regular smokers- 16,300 youth saved from premature death due to smoking
- State revenues increase by of \$282 million

### Cessation Coverage

A 2002 study released by the U.S. Centers for Disease Control and Prevention indicated that the high cost of and lack of access to cessation treatment is one of the primary obstacles to reducing smoking in the United States. Based on the 2000 National Health Interview Survey, the study finds that, while smoking rates among adults have declined much too slowly from 25 percent in 1993 to 23.3 percent in 2000, 70 percent of adult smokers said they want to quit. However, only 4.7 percent of those who had quit in the past year were able to maintain abstinence from smoking for three to twelve months. Clearly, improved access to smoking cessation services is one of the keys to accelerating the decline in adult smoking rates.

Indiana covers the cost of cessation therapy and counseling as a part of the state's Medicaid benefits; however, it is not clear if Medicaid patients are aware of this benefit and if they are accessing the benefit.

It is not clear as to what percentage of Indiana's employers provide cessation therapy and counseling as a part of their employee benefit package.

### FDA Regulation of Tobacco Products

The need for federal legislation to grant Food and Drug Administration (FDA) the authority to regulate tobacco products is a direct result of the Supreme Court's March 2000 decision that held that, under current law, the FDA does not have authority to regulate tobacco products. There remains no federal government agency that regulates tobacco products as used by consumers, including their manufacture, content, addictiveness, availability and sale.

In addition to the consumer's right to know about a product, the introduction of new tobacco products in the market have had a direct impact on Indiana this past year. In November 2001, Brown&Williamson (B&W) used Indianapolis and surrounding central Indiana as a test market for Advance™. In Fall 2002, Ariva® (B&W) arrived in stores, followed by Quest® (Vector Tobacco) in January 2003, as Indiana is one of seven states testing this new line of products. Previous research shows that smokers have misconceptions about the health risks of so-called "light"





Changing the acceptance of tobacco use is a challenge for Indiana with the fifth highest smoking rate in the country. The tobacco industry spends an estimated \$239 million each year marketing its products in Indiana.

and "ultralight" cigarettes<sup>49</sup>. Successful marketing of the tobacco companies fosters these beliefs. Scientific studies indicate that these products have not resulted in different rates of tobacco-related deaths and diseases compared to those who smoke "regular" cigarettes<sup>50</sup>. Tobacco companies continue these deceptive marketing practices as they introduce new "reduced risk" products continuing to appeal to the health concerns of smokers.

Data from the 2002 Indiana Adult Tobacco Survey (IATS), illustrate that these misconceptions are present among Hoosier smokers.

- 30% of Hoosier adults have heard about these reduced risk products with 10% of those adults having tried one of these products.
- There were no gender differences in those adults who have heard of these products, but Whites were 60% more likely to be aware of these products than African Americans.
- Nearly 16% of Hoosier adults agree/strongly agree that these new products are safer than regular cigarettes. Men are more likely to share this belief than women.

These data illustrate the need for FDA authority to regulate all tobacco products.

**Youth Access**

Indiana code (I.C. 35-46-1-10) prohibits selling tobacco products to juveniles. While early data indicates that over the last year, compliance to the law has improved, the methodology for penalties is considerably weaker than other states. States that have seen the greatest improvement in enforcement of youth access laws require that a license be obtained to sell tobacco products and that progressive penalties for retailers who sell tobacco to juveniles includes eventual revocation of license. In 2003, PL 250 was established, requiring all tobacco retailers to have a certificate to sell tobacco products. Selling without a certificate is a class A infraction (up to a \$10,000 fine). This law also allows the Alcohol Tobacco Commission (ATC) to handle all tobacco fines. Civil penalties collected for tobacco violations are deposited in the youth tobacco education and enforcement fund. It also repeals prohibition on certain tobacco billboard advertisements and repeals a provision concerning advertising of tobacco products that is preempted by federal law.

Another law, PL 117 requires a merchant who sells cigarettes to a person in Indiana through direct mail or the Internet to: (1) ensure that the customer is at least 18 years of age; and (2) pay the state cigarette tax or provide notice that the customer is responsible for the unpaid state taxes on the cigarettes. It also

establishes penalties for violations. This legislation also requires merchant to furnish the Indiana Department of Revenue the names, addresses and date of birth of those who purchase cigarettes through direct mail or Internet in order to collect excise taxes and use taxes.

PL 253 extends PL 117 to include the sale of all tobacco products via the Internet, direct mail, and telephone.

**Advertising and Promotion**

The Federal Trade Commission's (FTC) most recent annual report on cigarette sales and advertising for 2001 shows that cigarette manufacturers spent a record \$11.2 billion on advertising and promotion for that year, an increase of 17 percent from the \$9.57 billion spent in 2000. Over \$239 million was spent in Indiana. That is the largest amount reported since the FTC began tracking cigarette sales and advertising in 1970. The tobacco industry spends \$30.7 million a day to advertise and promote its deadly products in Indiana. Tobacco advertising increased 67% in the first three years after the tobacco companies agreed to curtail some aspects of their marketing as part of the November 1998 legal settlement with the states.

The amount spent on tobacco prevention in all states is only 6% (\$682 million) of what the tobacco industry spends on marketing and advertising its products. In fact, the tobacco companies' spending for marketing in a single day in Indiana (\$30.7 million) is three times Indiana's annual budget for tobacco prevention.

The bulk of the enormous increase in advertising and promotional spending by the tobacco industry is in the area of promotional allowances and retail value added, accounting for 82 percent of total spending. This money is being spent for retail promotions and product placements that heavily impact children and teenagers. Two-for-one offers and other enticements are particularly effective with teenagers and children who have less disposable income than adults and are more likely to be influenced by promotional items in convenience stores.

**Indiana's Tobacco Settlement Appropriations**

**Tobacco Master Settlement Agreement Account  
As of June 30, 2003**

Total Settlement Receipts	\$591,934,184.00
Total Interest Earnings (since inception)	\$13,405,418.00
Total Revenue	\$605,339,602.00

# Indiana's Tobacco Settlement Appropriations and Estimate of Remaining Balances

As of June 30, 2003 Fiscal Year July 1 - June 30

	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
<b>Tobacco Prevention and Cessation Trust Fund</b>		\$35.0	\$5.0	\$25.0 (\$10.0)	\$10.8	\$10.8
<sup>1</sup> Retained in the MSA Fund						
Local Health Departments		\$3.0		\$3.0	\$3.0	\$3.0
Minority Epidemiology					\$0.5	\$0.5
State Department of Health					\$25.7	\$25.7
Cancer Registry					\$0.2	\$0.2
Minority Health Initiative					\$2.1	\$2.1
Sickle Cell					\$0.2	\$0.2
Aid to County Tuberculosis Hospitals					\$0.1	\$0.1
AIDS Education					\$0.7	\$0.7
HIV/AIDS Services					\$2.3	\$2.3
Test for Drug-Afflicted Babies					\$0.1	\$0.1
State Chronic Diseases					\$0.5	\$0.5
Women, Infants, and Children Supplement					\$0.2	\$0.2
Maternal Child Health Supplement					\$0.2	\$0.2
Breast Cancer Education and Diagnosis					\$0.1	\$0.1
Prostate Cancer Education and Diagnosis					\$0.1	\$0.1
Rural Development Administration Fund					\$2.4	\$2.4
Rural Development Council Fund					\$1.2	\$1.2
Value Added Research Fund					\$0.6	\$0.6
Technology Development Grant Fund					\$4.5	\$4.5
21st Century Research and Technology					\$37.5	\$37.5
Commission on Hispanic and Latino Affairs					\$0.1	\$0.1
Prescription Drug Account		\$20.0	\$10.0	\$20.0	\$8.0	\$8.0
<sup>5</sup> Transferred to General Fund			\$5.3	\$14.7		
Indiana Health Care Account & Chip Match	\$18.8	\$23.1	\$33.6	\$38.2		
(Chip Match only 1999-2000)						
<sup>5</sup> Transferred to General Fund			(\$8.3)	(\$15.6)		
CHIP Assistance - Previously included with IN Health Care Account					\$23.8	\$26.2
Local Health Maintenance Fund		\$1.5	\$1.3	\$1.4	\$3.9	\$3.9
Farmers & Rural Community Impact Account			\$5.0	\$5.0	\$0.0	\$0.0
<sup>5</sup> Transferred to General Fund			\$4.66	\$0.04		
Community Health Centers Capital		\$10.0		\$1.0	\$0.0	\$0.0
<sup>5</sup> Transferred to General Fund			\$1.0			
Community Health Centers Operations Costs		\$15.0	\$15.0	\$15.0	\$15.0	\$15.0
<sup>5</sup> Transferred to General Fund			\$0.04			
Regional Health Care Construction Account			\$14.0	\$14.0		\$2.9
<sup>5</sup> Transferred to General Fund			\$10.0			
Developmentally Disabled Client Services			\$13.4	\$30.3	\$21.3	\$21.3
FSAA - Division of Disability and Aging			\$3.0	\$3.0		
DDARS Salaries of Direct Care Workers					\$3.0	\$3.0
<sup>5</sup> Transfers to General Fund				\$30.3		
Total Appropriations	\$18.8	\$107.6	\$100.3	\$145.9	\$168.1	\$173.4
Beginning Balance 7/1		\$151.0	\$191.5	\$242.9	\$199.9	\$31.8
Transfers Out & Appropriations	-\$18.8	-\$94.0	-\$101.4	-\$191.2	-\$168.1	-\$173.4 <sup>2</sup>
Receipts & Interest	\$169.8	\$134.5	\$152.8	\$148.2		<sup>3</sup>
Ending Balance 6/30	\$151.0	\$191.5	\$242.9	\$199.9	\$31.8	-\$141.6 <sup>4</sup>

<sup>1</sup>\$10M was retained in the MSA Fund by the State Budget Agency because under IC 4-12-1-14.3(e) it was determined the MSA Fund was over-appropriated and in violation of the 60% spending cap.

<sup>2</sup>\$168.1M for FY 2004 and \$173.4M for FY 2005 represent appropriations from House Enrolled Act 1001-2003. Transfers Out & Appropriations for FYs 2002 and 2003 are actual transfers out of the Fund as listed in the Auditor of State's Accounting system instead of appropriations listed in HEA 1001-2003.

<sup>3</sup>Further analysis of the Receipts and interest deposited into the master settlement fund resulted in a need to adjust past revenues and ending balances to reflect

actual amounts posted to the Auditor of State's records..

<sup>4</sup>Projected ending balance does not include any settlement receipts or interest to be earned in fiscal year 2004 or 2005. In years past, settlement receipts have been received in the spring of the year and therefore are expected in the spring of 2004 & 2005.

<sup>5</sup>Transfers to General Fund ordered by State Board of Finance. A total of \$60M for FYs 2002 and 2003 biennium was transferred from various tobacco-funded programs to the General Fund, from original appropriations by the Legislature.



Less Transfers Out	\$405,398,533.00
Total Expenses	\$405,398,533.00
Account Balance	\$199,941,069.00

Pursuant to IC 4-12-1-14.3 all payments made by the tobacco industry to the State of Indiana in accordance with the Master Settlement Agreement are deposited in the Indiana Tobacco Master Settlement Agreement fund. Money may be expended, transferred, or distributed from the fund if authorized by law.

### ITPC Staff

Karla S. Sneegas	Executive Director
Celesta Bates	Chief Financial Officer
Anita Gaillard	Director of Community Programs
Phil Lehmkuhler	Director of Human Resources and Contract Management
Miranda Spitznagle	Director of Program Evaluation
Becky Haywood	Executive Administrative Assistant
Jack Arnett	Regional Program Director-Northern Indiana
Karen Hall-O'Brien	Regional Program Director-Southwestern Indiana
Dan Morgan	Regional Program Director-Southeastern Indiana
Julia Eminger	Regional Program Director-Central Indiana
Lori Peterson	Regional Program Director-Minority Programs
Kristen Kearns	Contracts Administrator

### Executive Board Structure

The Tobacco Use Prevention and Cessation Executive Board (Tobacco Board) was established by Indiana Code 4-12-4-4. This stipulates the following Board structure:

#### FIVE (5) EX OFFICIO MEMBERS:

- The Executive Director (nonvoting member)
- The State Superintendent of Public Instruction
- The Attorney General
- The Commissioner of the State Department of Health
- The Secretary of the Family and Social Services Administration

#### ELEVEN (11) MEMBERS APPOINTED BY THE GOVERNOR WHO POSSESS:

- Knowledge, skill, and experience in smoking reduction and cessation programs, health care services, or preventive health measures

#### SIX (6) MEMBERS WHO ARE APPOINTED BY THE GOVERNOR REPRESENTING THE FOLLOWING ORGANIZATIONS:

- The American Cancer Society
- The American Heart Association, Indiana Affiliate
- The American Lung Association of Indiana
- The Indiana Hospital and Health Association

- The Indiana State Medical Association
  - The Indiana Council of Community Mental Health Centers
- The Governor shall designate a member to serve as chairperson. The Executive Board shall annually elect one of its ex-officio members as vice chairperson. IC 4-12-4-4(i).

### Executive Board Members

Bain J. Farris	Indianapolis
Karla S. Sneegas	Indianapolis
Robbie Barkley	Indianapolis
Michael Blood, M.D.	Crawfordsville
Richard Feldman, M.D.	Indianapolis
Patricia Hart	Muncie
Richard Huber, M.D.	Greenwood
Stephen Jay, M.D.	Indianapolis
James Jones	Cicero
Robert Keen, Ph.D.	Greenfield
J. Michael Meyer	Borden
Steve Simpson, M.D.	Gary
John Graydon Smith	Indianapolis
Alan Snell, M.D.	South Bend
Mohammad Torabi, Ph.D.	Bloomington
Peggy Voelz	Columbus
Alice Weathers	Evansville

### Ex Officio Members

Gregory A. Wilson, M.D.	State Health Commissioner
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**Indiana spent \$2.3 BILLION in Medicaid in 1998. 16.3% of that was related to smoking, equaling \$380 million.**

Stephen Carter	Attorney General
Suellen Reed, Ed.D.	State Superintendent of Public Instruction
John Hamilton	Secretary Family and Social Services Administration

Steve Montgomery, D.C.P.	Franklin
Diana Swanson, N.P.	Bloomington
Kate Taylor	Muncie
Olga Villa Parra	Indianapolis
Cecilia Williams	Muncie

Advisory Board Structure

Advisory Board (IC 4-12-4-16)

ITPC has an advisory board that meets quarterly and serves to offer recommendations to the Executive Board on the following:

- Development and implementation of the mission and long range plan;
- Criteria to be used for the evaluation of grant applications;
- Coordination of public and private efforts concerning reduction and prevention of tobacco usage; and
- Other matters for which the Executive Board requests recommendations from the Advisory Board.

Advisory Board Members

Robert Arnold	Wolcotteville
Arden Christen, D.D.S.	Indianapolis
Diane Clements	Evansville
Bennett Desadier, M.D.	Indianapolis
Steve Guthrie	Anderson
Kiki Luu	Fort Wayne
Heather McCarthy	Griffith
Nadine McDowell	Gary

Executive Board Vision and Mission Statements

Our Vision

The Tobacco Use Prevention and Cessation Trust Fund Executive Board’s vision is to significantly improve the health of Hoosiers and to reduce the disease and economic burden that tobacco use places on Hoosiers of all ages.

Our Mission

The Tobacco Use Prevention and Cessation Trust Fund exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. The Board will coordinate and allocate resources from the Trust Fund to:

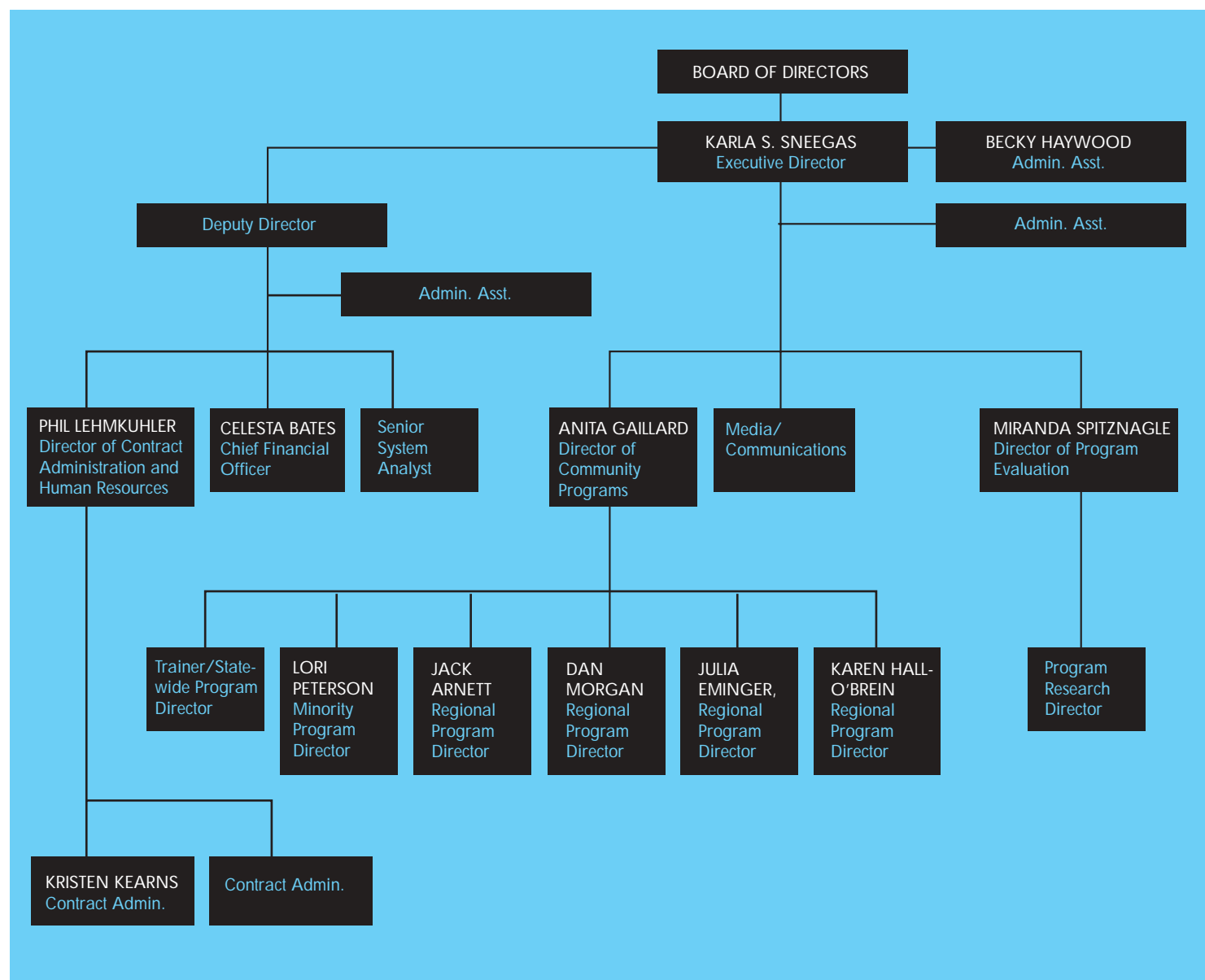
- Change the cultural perception and social acceptability of tobacco use in Indiana
- Prevent initiation of tobacco use by Indiana youth
- Assist tobacco users in cessation
- Assist in reduction and protection from environmental tobacco smoke
- Support the enforcement of tobacco laws concerning the sale of tobacco to youth and use of tobacco by youth
- Eliminate minority health disparities related to tobacco use and emphasize prevention and reduction of tobacco use by



Hello, I am a 38 year old mother of 3. I was a 2 to 2 1/2 packs a day smoker. I had smoked for 21 years. I decided to quit smoking after seeing all the ads on t.v. I couldn't stand my children seeing me smoke, or being around it any longer. I have talked to them alot about not smoking. But then they look at me. I must set a good example. I have quit before and started back. This time I have found online support groups and lots of educational materials, this really does help alot. My husband also quit the same time I did. Today is 1 week 1 day 9 hours and 33 min. since we quit. I already feel better. I don't think we would have quit now if it weren't for the white lies commercial. Thank you for white lies.



## Indiana Tobacco Prevention and Cessation Agency Organizational Chart



## Indiana's Progress Toward 2005 Tobacco Prevention and Cessation Objectives

OBJECTIVE	CURRENT MEASURES AND IDENTIFIED DATA SOURCE(S)
Decrease the overall cigarette smoking rate in Indiana from 27% to 22%.	Indiana's adult cigarette smoking rate of 27% for 2002 has remained unchanged since 2000. Indiana's adult smoking rate is higher than the national smoking rate of 23%. Data for adult smoking prevalence are measured through the Behavior Risk Factor Surveillance Survey (BRFSS) <sup>51</sup> .
Decrease the current cigarette smoking rates among 9th to 12th grade students in Indiana.	The cigarette smoking rate of 9th to 12th grade students in Indiana was 23.4% in 2002. This is a 26% decline from 2000 where the rate was 31.6%. Nationally, cigarette smoking among grades 9th to 12th is 28.0% <sup>52</sup> . The Indiana Youth Tobacco Survey (YTS) is the source for statewide data on youth smoking <sup>53</sup> .
Decrease the cigarette smoking rates among 6th to 8th grade students in Indiana.	The cigarette smoking rate of 6th to 8th grade students was 8.6% in 2002, a decline of 12% from 2000 when the rate was 9.8%. Nationally, the current smoking rate for grades 6th to 8th is 11.0%. The Indiana YTS is the source for statewide data on youth smoking <sup>54</sup> .
Decrease the percent of babies born to mothers who smoked during pregnancy in Indiana from 21% to 15%.	In 2001, 20% of Indiana's women smoked during pregnancy. This rate has remained stable since 1999 when the rate was 21%. This Indiana specific rate compares to the national average of 12% <sup>55</sup> . These data are available from the Indiana Birth Certificate Data, Indiana Natality Report <sup>56</sup> .
Increase the number of individuals who have access to a smoking cessation benefit through their health insurance coverage.	<p><b>This objective will be measured in three ways:</b></p> <ol style="list-style-type: none"> <li>1. Percent of insurance companies offering smoking cessation. ITPC has partnered with the Indiana State Medical Association (ISMA) through the Statewide Community Programs to begin working with major insurance carriers in Indiana. Little data is available and current coverage of smoking cessation varies greatly among insurance plans.</li> <li>2. Percent of employers that offer smoking cessation benefits. At this time no statewide data are available on smoking cessation benefits offered by employers. Local coalitions are working with employers within their communities to address the needs of the workers, provide guidance for smokefree policy and services to help employees quit smoking.</li> <li>3. Percent of members that have smoking cessation benefits. In 2002, only 14.5% of Indiana smokers were aware that their insurance plan covers cessation services. One out of four Indiana adult smokers (25.4%) indicate that their coverage does not pay for cessation services. A striking 40.7% of Indiana adult smokers are not aware whether or not their health insurance covers cessation assistance. Data from the 2002 Indiana ATS.</li> </ol>
Increase the number of smokers who receive smoking cessation advice and support when they visit their primary care providers.	<p>In 2002, 68% of adult smokers who reported visiting a physician received advice to quit smoking within the past 12 months, according to the Indiana ATS. In 2001, 69% of adult smokers seeing a physician in the past 12 months report being advised to quit smoking, according to the Indiana BRFSS.</p> <p>In the year 2002, 25.9% of youth smokers reported having visited a physician and receiving information about the dangers of smoking from the doctor or staff<sup>57</sup>. This is a slight decline from 2000, when 27.6% of youth smokers reported visiting a physician and receiving information about the dangers of smoking from the doctor or staff. Data from the 2000 and 2002 Indiana YTS.</p>

OBJECTIVE	CURRENT MEASURES AND IDENTIFIED DATA SOURCE(S)																		
Increase the percentage of retail merchants who are in compliance with youth access laws.	In SFY 2003 the average noncompliance rate among retailers inspected was 15%. This compares to SFY 2002, the noncompliance rate was 21% <sup>58</sup> . This is a decline of nearly 30%. The Indiana Alcohol and Tobacco Commission (ATC) conducts the Tobacco Retailer Inspection Program (TRIP). TRIP is the source of data for monitoring routine compliance checks throughout Indiana <sup>59</sup> .																		
Decrease the percentage of children exposed to secondhand smoke in their homes.	<p>The percentage of youth who reported being in the same room or car with someone who is smoking during the 7 days:</p> <table><thead><tr><th></th><th>No exposure</th><th>1-2 days</th><th>3-4 days</th><th>5-6 days</th><th>7 days</th></tr></thead><tbody><tr><td>2002</td><td>27.8%</td><td>23.0%</td><td>11.4%</td><td>7.5%</td><td>30.3%</td></tr><tr><td>2000</td><td>27.0%</td><td>23.2%</td><td>12.1%</td><td>5.9%</td><td>31.8%</td></tr></tbody></table> <p>According to these measures, exposure to cigarette smoke among youth has not changed from 2000. Thirty percent (30%) of youth, grades 6-12, are exposed to secondhand smoke daily. These data are from the Indiana YTS.</p>		No exposure	1-2 days	3-4 days	5-6 days	7 days	2002	27.8%	23.0%	11.4%	7.5%	30.3%	2000	27.0%	23.2%	12.1%	5.9%	31.8%
	No exposure	1-2 days	3-4 days	5-6 days	7 days														
2002	27.8%	23.0%	11.4%	7.5%	30.3%														
2000	27.0%	23.2%	12.1%	5.9%	31.8%														
Increase the percentage of schools with policies prohibiting tobacco products on their premises.	<p>In 2002, 94.2% of all youth report not having smoked on school campus within the past 30 days. This is a slight increase from the 93.2% in 2000.</p> <p>In 2002, 65.9% of youth smokers indicated that they had not smoked on campus within the past 30 days. This is a slight decline from 2000, when 70.8% indicated that they had not smoked on campus within the past 30 days. These data are from the Indiana YTS<sup>60</sup>.</p>																		
Increase the percentage of colleges and universities that have a policy requiring smokefree dormitories and buildings.	Smokefree Indiana is funding 13 colleges and universities throughout Indiana to develop tobacco control coalitions on campuses. Of these 13 institutions, 6 reported having completely smokefree dormitories <sup>61</sup> . Twelve of the 13 campuses reported all school buildings being smokefree.																		
Increase the percentage of day care centers with policies prohibiting tobacco products on their premises.	ITPC continues to develop this objective and data sources are being identified <sup>62</sup> . While licensed day care centers currently have smoking restrictions, ITPC seeks to have these restrictions extended to the grounds of the day care centers. In addition, ITPC encourages any unlicensed day care providers to prohibit smoking in all areas.																		
Increase the percentage of individuals who work in a smokefree environment.	In 2002, 71% of adults' indoor work policy prohibits smoking in all work areas. This is comparable to 2001 data where 75% of adult workers report a no smoking policy in work areas and 66% whose employers prohibit smoking in common areas. Data is from the 2002 ATS and the 2001 BRFSS <sup>63</sup> .																		
Increase the percentage of restaurants that are totally smokefree.	ITPC community-based partners are collecting these data and they will continue to be monitored through the community program tracking system. Based on the percentage of smokefree restaurants observed, a target number of smokefree restaurants will be established for each community.																		
Monitor the percent of hospitalization admissions attributable to smoking or tobacco use-related illnesses.	ITPC continues to develop this objective and data sources are being identified.																		
Monitor tobacco-related deaths.	ITPC continues to develop this objective and data sources are being identified. It is estimated that in Indiana 10,300 persons die each year from tobacco-related illnesses <sup>64</sup> .																		



OBJECTIVE	CURRENT MEASURES AND IDENTIFIED DATA SOURCE(S)
Monitor tobacco consumption.	In SFY 2003, 616 million cigarette tax stamps were sold. A decline of nearly 17% from SFY 2002, when 742 million cigarette tax stamps were sold. The Indiana Department of Revenue (DOR) collects data on tax revenue from cigarettes and other tobacco products sold.
<b>YOUTH KNOWLEDGE AND ATTITUDES RELATED TO TOBACCO:</b>	
Measure knowledge and attitudes related to tobacco.	<p><b>Knowledge of tobacco health risks:</b></p> <p><i>"Do you think young people risk harming themselves if they smoke from 1 to 5 cigarettes per day?"</i></p> <ul style="list-style-type: none"> <li>■ In the year 2000, the percent of 6th to 8th graders who thought that young people definitely risk harming themselves if they smoke from 1 to 5 cigarettes per day was 65.7%. The percent of 6th to 8th graders who thought there was definite risk in 2002 was 67.4%.</li> <li>■ Among 9th to 12th graders, the percent of youth who thought that young people definitely risk harming themselves if they smoke from 1 to 5 cigarettes per day was 49.1% in the year 2000. This percentage increased to 57.2% in 2002.</li> </ul> <p><i>"Do you think it is safe to smoke for only a year or two, as long as you quit after that?"</i></p> <ul style="list-style-type: none"> <li>■ Among 6th to 8th graders in the year 2000, 73.1% believed that it is definitely not safe to smoke for a year or two, as long as you quit. This remained constant in 2002, with 71.1% of 6th to 8th graders indicating that they thought it is definitely not safe.</li> <li>■ Among 9th to 12th graders, the percent of youth who believed that it is definitely not safe to smoke for a year or two, as long as you quit was 68.7%. This remained constant in 2002, with 69.2% of 9th to 12th graders indicating that they believe it is definitely not safe.</li> </ul> <p>The number of 6th to 8th graders and 9th to 12th graders who believe that people can definitely get addicted to using tobacco just like they can get addicted to using cocaine or heroin remained constant from 2000 to 2002.</p> <ul style="list-style-type: none"> <li>■ The percent of 6th to 8th graders who thought that young people could definitely become addicted to using tobacco was 72% in 2000, and 72.7% in 2002.</li> <li>■ The percent of 9th to 12th graders who thought that young people could definitely become addicted to using tobacco was 77.6% in 2000, and 74.2% in 2002.</li> </ul> <p><b>Susceptibility to smoking:</b></p> <ul style="list-style-type: none"> <li>■ Among 6th to 8th graders, the percent of nonsmoking youth who were not susceptible to smoking was 67.8% in the year 2000. This dropped to 62.3% in 2002.</li> <li>■ Among 9th to 12th graders, the percent of nonsmoking youth who were not susceptible to smoking was 63% in the year 2000. This percentage increased slightly to 64.5% in 2002.</li> </ul>

Measure knowledge and attitudes related to tobacco.

**Social acceptability:**

*"Do young people who smoke cigarettes definitely do not have more friends?"*

- In 2002, the percentage of 6th to 8th graders who thought that young people definitely do not have more friends increased to 38.2%, compared to 35.8% in 2000.
- 30% of 9th to 12th graders in 2002 thought young people who smoked cigarettes definitely do not have more friends, an increase from 2000 (27.6%) of 9th to 12th graders.

*"Smoking cigarettes definitely does not make young people look cool or fit in?"*

- In 2002, the percentage of 6th to 8th graders thought that smoking cigarettes definitely does not make young people look cool or fit in decreased to 73% compared to 76.4% in 2002.
- Among 9th to 12th graders in 2002, 68% thought that smoking definitely does not make young people look cool or fit in, compared to 63.2% in 2000.

**Attitudes toward tobacco companies:**

Middle school youth:

- In 2002, 83.1% of 6th to 8th graders did not buy items with tobacco company names/logos on them (79.2% in 2000); 51.2% would definitely not wear clothing w/ tobacco name/logo on it (52.7% in 2000).
- 52% think tobacco companies have definitely misled young people.
- 35.9% think that tobacco companies should definitely not have the same rights as other companies.

High school youth:

- Among 9th to 12th graders in 2002, 81.2% did not buy items with tobacco company names/logos (76.6% in 2000); 37.4% would definitely not wear clothing w/ tobacco name/logo on it (32.3% in 2000)
- 47.5% think tobacco companies have definitely misled young people.
- 27.2% think that tobacco companies should definitely not have the same rights as other companies.

Knowledge and attitude measures reported by the 2002 YTS with comparisons to 2000 YTS.

OBJECTIVE	CURRENT MEASURES AND IDENTIFIED DATA SOURCE(S)
Measure knowledge and attitudes related to tobacco.	<p><b>ADULT KNOWLEDGE AND ATTITUDES RELATED TO TOBACCO:</b></p> <p><b>Knowledge of consequences of secondhand smoke:</b></p> <ul style="list-style-type: none"> <li>■ 53.3% of adults are aware of the dangers of secondhand smoke, indicating that it is very harmful.</li> </ul> <p><b>Support for smokefree air policy:</b></p> <ul style="list-style-type: none"> <li>■ 48% of Indiana adults support smoking bans in restaurants; 57.8% support smoking bans in shopping malls; 20.1% support smoking bans in bars.</li> <li>■ 73.4% of adults who work indoors support smoking bans in all workplace areas.</li> </ul> <p><b>Attitudes toward tobacco companies:</b></p> <ul style="list-style-type: none"> <li>■ 71.2% of adults say that tobacco companies should not be allowed to include coupons for promotional items in packages of cigarettes.</li> <li>■ 34.5% of adults think that tobacco companies should definitely not be allowed to sponsor sporting and other public events.</li> <li>■ 80.2% of adults report not owning any tobacco promotional items.</li> </ul> <p>Knowledge and attitude measures reported through the 2002 Indiana ATS.</p>
Reduce health care expenditures.	ITPC continues to develop this objective. In Indiana, the smoking attributable direct medical cost is \$1.6 billion annually <sup>65</sup> .
Monitor the number and type of tobacco-related ordinances.	In 2002, ITPC community-based partners report that 57 tobacco-related ordinances are in effect in 33 counties; 3 of those ordinances were passed in 2002. In 2003, 100 tobacco-related ordinances have been documented. These data come from the 2002 ordinance tracking survey and the 2003 community and coalition assessment.

“ I am a mother of 4 and started smoking when I was 14. Back then to me it was “just tobacco” no big deal, marijuana was worse. I’m 28 now and thanks to WhiteLies.tv I actually started researching how bad cigs really are for you. I finally quit March 27th and know I’ll never go back, smoking cigs isn’t natural like I thought. It’s poisonous and unfair to smoke poison around other people. I’m glad the truth about cigs is finally getting out here. And I thought I was just weird because I had tried to stop smoking for about 9 years and it was too hard but when I realized smoking is just like any other addiction and what I’m doing to myself and family I knew I had to stop. I hope I didn’t cause too much damage, but thank God I know the truth NOW! ”

// I stopped smoking three days ago. I thought it would be a lot harder than what it has been. I smoked since I was 19, I will be 29 in August. What made me stop cold turkey was my children. My son cried and I asked him why he was crying. He said, " 'Cause the T.V. said you are gonna die if you smoke". He is my baby so it naturally broke my heart, and I started to cry. In the process of this my daughter who is in kindergarten, writes me a letter that said, "smkin well kell u." She is trying to write, I gotta give her credit! My kids are my life, between their love and the grace of God, I have made it this far and I don't plan on going back! //

### The Hoosier Model for Comprehensive Tobacco Prevention and Cessation

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The CDC recommends that states establish tobacco control programs that are comprehensive, sustainable, and accountable. Based upon the evidence, specific funding ranges and programmatic recommendations are provided. The recommended funding range for Indiana is \$34.8 to \$95.8 million. The CDC recommends that states establish tobacco control programs that contain the following elements:

- Community Programs to Reduce Tobacco Use
- Chronic Disease Programs to Reduce the Burden of Tobacco-Related Diseases
- School Programs
- Enforcement
- Statewide Programs
- Counter-Marketing
- Cessation Programs
- Surveillance and Evaluation
- Administration and Management

The CDC draws on "best practices" determined by evidence-based analyses of excise tax-funded programs in California and Massachusetts and by CDC's involvement in providing technical assistance in the planning of comprehensive tobacco control programs in other states.

The Hoosier Model for Comprehensive Tobacco Prevention and Cessation is derived from the Best Practices model outlined by the National Centers for Disease Prevention and Control (CDC) and required by I.C. 4-12-4. In addition, guidance is provided through recommendations outlined in the Guide to Community Preventive Services for Tobacco Control Programs. The Hoosier Model has five major categories for funding and incorporates elements from all nine categories recommended by the CDC.

#### The Hoosier Model consists of:

- Community Based Programs
- Statewide Media Campaign
- Enforcement
- Evaluation and Surveillance
- Administration and Management

### SFY 2001

- Allocated funds to the Indiana Alcohol and Tobacco Commission to increase the enforcement of Indiana's youth tobacco access law.
- Selected an advertising agency to begin a media campaign in September 2001.
- Initiated the application process to fund local community-based partnerships in all 92 counties.
- Initiated the application process to allocate \$2.5 million for local minority-based partnerships to address health disparities in Indiana.
- Started the process to select an evaluation and research coordinating center.
- Recruited and hired staff.

### SFY 2002

- Awarded funding to 88 of 92 counties for local partnerships grants to conduct a coordinated, comprehensive tobacco prevention and cessation program. These grants represent over 1,200 new tobacco control partners in the state of Indiana.
- Approved funding for 27 local minority partnership grants representing 20 of the 29 counties with the majority of the minority populations in Indiana.
- Completed the Community Programs funding with awards to 19 statewide, regional and pilot program partners in June 2002.
- Successfully planned and launched three advertising campaign waves, two new brands (Whitelies.tv and Voice.tv), and reached millions of Hoosiers with a Live Without Tobacco message.
- Launched an aggressive youth-led tobacco movement called VOICE, formed a youth advisory board and held our first statewide youth summit.
- Increased earned print media coverage of tobacco issues by approximately 400% over baselines established in 2000.
- Partnered with Indiana Black Expo enabling it to sever its financial ties with tobacco companies and allowing ITPC to be a major part of Summer Celebration.
- Decreased the average noncompliance rate for retailers inspected for violations to Indiana's tobacco sales to minor laws to 20% in 2002.
- Established an evaluation coordinating center to provide external evaluation for the ITPC program.

### SFY 2003

- Youth smoking for high school students decreased 26% from 2000 to 2002; meeting the 2005 objective.
- Over 193,000 Hoosier adults reported quitting smoking in 2002.
- Approximately 86% of Hoosier adult smokers reported they expect to quit smoking and 62% say they will quit smoking in the next 6 months.

- Cigarette consumption in Indiana, measured by cigarette stamp sales for SFY 2003 decreased 17%, at the same time increasing state revenues by 203%.
- All of Indiana's 92 counties received a grant to conduct tobacco prevention and cessation in their communities, including setting up resources to help smokers quit. Over 1,600 local organizations are involved statewide, including 31 local minority organizations and 19 state, regional and pilot programs.
- ITPC partners have conducted over 4,700 activities at the local level, such as implementing prevention and education programs in schools, developing cessation networks, and raising awareness of tobacco prevention efforts.
- Local coalitions are working to pass comprehensive smoke free air policies. In April 2003 Bloomington passed the most comprehensive ordinance in the state banning smoking in all public places. Monroe County followed in May 2003.
- ITPC implemented a comprehensive training plan for staff, board, and partners. Through a variety of training mechanisms, partners are getting the resources needed to implement their local tobacco control programs.
- Every county in the state is being reached by the media campaign and results from the youth and adult media tracking surveys indicate that 75% of Indiana youth and adults are aware of advertisements from the ITPC media campaign.
- Youth who were aware of at least one ITPC ad were 45% more likely to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC ads. Adults who confirmed seeing an ITPC ad were 51% more likely to believe the dangers of tobacco use.
- Youth that could recall at least one ITPC TV ad were 55% more likely to agree with anti-tobacco industry attitudes than those who have not seen any TV ads.
- A website, [www.WhiteLies.tv](http://www.WhiteLies.tv), was created to educate consumers on the tobacco industry lies and the negative health consequences of tobacco use in Indiana. [www.WhiteLies.tv](http://www.WhiteLies.tv) has received over 2 million successful hits and [www.voice.tv](http://www.voice.tv) over 500,000 hits.
- ITPC continued its support of the youth-led movement, Voice, and held the second "Say What" Voice youth summit, where 300 Indiana youth gathered to learn about Voice and how to "Have Your Say" against the tobacco industry.
- The ITPC partnership with the Alcohol and Tobacco Commission (ATC) has reduced the non-compliance rate of retail sales to minors from 29% in October 2001 to 14% in June 2003—the lowest rate ever.
- ITPC's evaluation and research coordinating center conducted the first adult tobacco survey and the second youth tobacco survey; designed and implemented a web-based program tracking system to allow ITPC partners report their activities; and conducted an annual assessment to gauge progress from the first year.
- Indiana news media have devoted more newsprint and airtime to tobacco control stories, specifically about the local coalitions and issues surrounding smoke free air policies, logging over 2,500 newspaper articles. Compared to 1999-2000, coverage of tobacco issues in Indiana newspaper has increased by over 900 articles in 2002-2003.



### Purpose

To achieve the individual behavior change that supports the nonuse of tobacco, communities must change the way tobacco is promoted, sold, and used while changing the knowledge, attitudes, and practices of young people, tobacco users, and nonusers. Effective community programs involve people in their homes, worksites, schools, places of worship, entertainment venues, civic organizations, and other public places. Evaluation data show that funding local programs produces measurable progress toward statewide tobacco control objectives.

### Indiana's Effort

Indiana has been nationally recognized for its Community Based Programs that incorporates Minority, School, Cessation and Statewide Programs under one broad category because these programs are interconnected and can all be addressed by linking local community coalitions with the statewide counter-advertising program.

In the summer 2001, ITPC set up its community-based and minority-based grant application processes utilizing the American Cancer Society's Communities of Excellence guidelines. The first local partners were funded in December 2001. As of September 2002, all of Indiana's 92 counties had a tobacco prevention coalition operating and by June 2003, 31 minority-based coalitions were established in 23 Indiana counties. The partners have been working on building and maintaining the coalitions; implementing work plans designed to decrease youth smoking initiation, reduce secondhand smoke exposure, and increase smoking cessation; and establishing a solid foundation in tobacco control knowledge and the tactics of the tobacco industry. They have also increased advocacy activities related to school and clean indoor air policies.

In addition to the local partnerships, 19 statewide, regional and pilot partners were funded in June 2002. Statewide projects increase the capacity of local programs by providing technical assistance on evaluating programs, promoting media advocacy, implementing smoke free policies, and reducing minors' access to tobacco. Supporting organizations that have statewide access to diverse communities can help eliminate the disparities in tobacco use among the State's various population groups. Programs that successfully assist young and adult smokers in quitting can produce a quicker, and probably larger, short-term public health benefit than any other component of a comprehensive tobacco control program. These projects could have a broader focus to fit with ITPC's vision and mission and enhance the efforts occurring at the local level.

### Early Findings

#### Local Community-based and Minority-based Programs

The community program progress is tracked through a variety of mechanisms. This includes monitoring the implementation of activities as well as evaluating their effectiveness in working towards ITPC's objectives. ITPC tracks how local coalitions implement activities through a web-based program tracking system. Each coalition has a unique login to access the system and report electronically. Through this reporting system ITPC can track local program activity level and learn that it has increased dramatically in the past year.

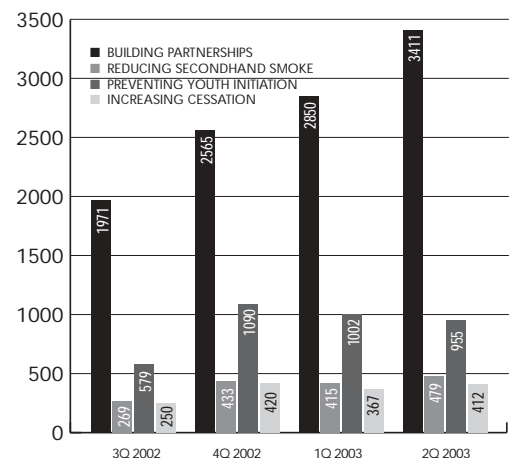
- Program activity has increased 57% between the first quarter of SFY 2003 (July to September 2002) to the fourth quarter of SFY 2003 (April to June 2003).
- Coalitions have reported over 4,700 program activities, ranging from VOICE events to community presentations to delivering training.
- Over 1,600 organizations working on tobacco control through the ITPC network of community programs in Indiana. See the appendix for summaries of each county and the coalitions working in those counties.

A majority of the work local coalitions are doing is working toward Goal 1: Building Strong Partnerships, as illustrated in Chart 27: Tobacco Control Program Areas. These activities include training of coalition and community members, adults and youth; developing relationships with key stakeholders and decision makers in their communities; and building a diverse partnership in their community. Throughout many Indiana communities tobacco prevention coalitions were established for the first time. The ITPC funding provided the resources to hire staff, purchase education materials and resources, conduct training programs, and recruit and maintain local coalitions. The beginning stages of a coalition are spent establishing partnerships and building capacity of the coalition. The formation of coalition has been a powerful and effective tool to mobilize the community to make the change that support anti-tobacco movements. These coalitions also have become the central focus in organization networks of partners through a large community.

Overall, approximately one-third of the coalitions throughout the State have increased the number of voluntary smoke free policies in restaurants and worksites. This tobacco control strategy is central to Goal 2: Reducing Exposure to Secondhand Smoke. Many communities are embarking on smoke free ordinance campaigns in their communities. Several coalitions have started out by ensuring that county and city government buildings are smoke free. From here, they are continuing to educate their communities on the dangers of secondhand smoke and that they can make a difference and enact smoke free air policies that would protect everyone. The overall goal is to have smoke free air policy for all public places and worksites, including restaurants, bars and recre-

### Tobacco Control Program Areas

**CHART 27:** In each quarter of SFY 2003, building strong partnerships was the goal area where a majority of the local coalitions are working.



ation facilities. All workers should be protected against second-hand smoke. Bloomington and Monroe County successfully passed an ordinance prohibiting smoking in all workplaces, including restaurants and bars. They join the city of Fort Wayne as the two areas in the State banning smoking for all employees! As coalitions across Indiana work to make these changes in their communities, they also focus on the environment of youth. While state law prohibits smoking within school buildings, the policies against all school grounds are under local jurisdiction. Coalitions are working with school districts to ensure tobacco use is not allowed on school campuses anywhere, protecting all young people and the adults who visit from secondhand smoke. Progress is being made with schools throughout Indiana as over 20 counties have increased the number of schools in their communities with smoke free policies for the school campus.

Much of this smoke free air campaign starts with public education and working to change attitudes regarding secondhand smoke. Once attitudes and social acceptability of tobacco use changes, policies can be developed to protect all Hoosiers from secondhand smoke. Such ordinances and social norm change provide an environment for youth that exhibits no social acceptability for tobacco use and leads smokers to quit.

Many coalitions are getting youth involved as they work on Goal 3: Preventing Youth Initiation of Tobacco Use. If we keep youth from not starting to smoke before the age of 19, then they are not likely to become smokers. Recommended strategies for preventing youth from starting to smoke include increasing price of tobacco products and media campaigns. Both strategies are working in Indiana. The cigarette tax increase is having an impact as youth are more sensitive to price increases. The local communities complement these statewide strategies with leveraging local media and establishing networks that support youth in their decision not to smoke. Voice, youth speaking out against big tobacco, is one way coalitions are supporting youth and letting their voice be heard to stop the devastation of tobacco use.

Through implementing these strategies, the more social norms change creating an anti-tobacco culture in Indiana. Through smoke free air policies and increasing the price of tobacco, more people want to quit and need help quitting. Local coalitions are providing these resources through work on Goal 4: Promoting and increasing use of Cessation Resources. While tobacco use is an addiction people can quit with help. Setting up cessation networks and policies are key to changing how cessation is delivered throughout the community.

## Statewide, Regional, and Pilot Programs

ITPC statewide, regional and pilot partnerships are using evidenced-based or innovative tobacco prevention and cessation efforts for youth and adults. They include efforts to mobilize strong partner coalitions that reflect ITPC targeted populations and include other innovative or pilot projects that support the ITPC Mission and 2005 Program Objectives. These programs will be implemented by diverse partner organizations throughout the state complementing and enhancing the efforts of the local programs. Approximately \$6 million dollars has been awarded to the following organizations. All state grantees have been coordinating and linking with ITPC to deliver a unified and strengthened message across the state that is carefully coordinated with ITPC community-based and minority-based grant recipients.

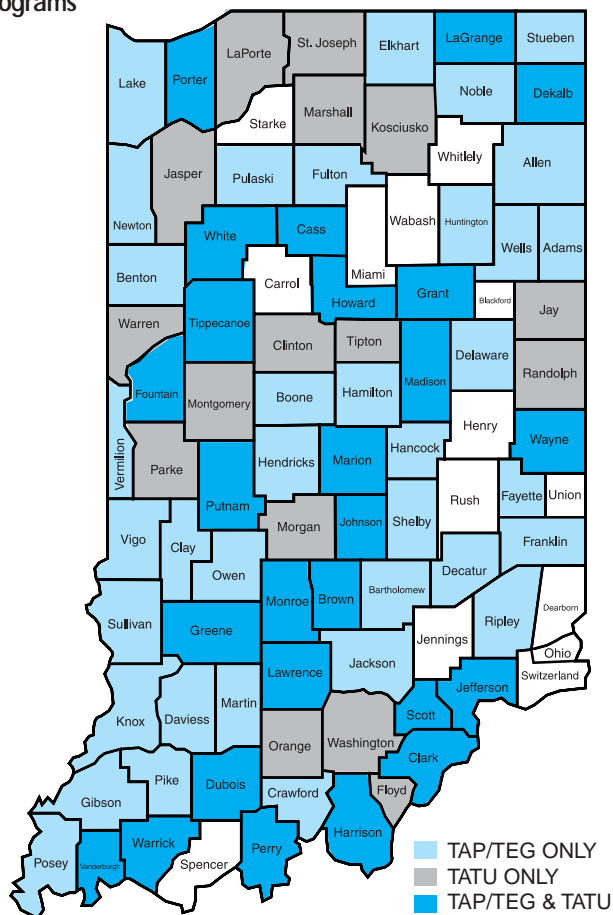
### Clarian Health:

Clarian Health Partners, Inc. is conducting training of Tobacco Education Group and Tobacco Awareness Program (TAP & TEG), a tobacco use intervention and cessation program for youth, for all local community-based and minority-based partners. Conducted at various locations statewide, 223 facilitators representing 63 counties have been trained. There were 140 different organizations consisting of schools, hospitals, community centers, local tobacco and drug-free coalitions, health departments, police departments, minority organizations and colleges engaged in the training. Training for Teens Against Tobacco Use (TATU), a peer-to-peer education/prevention program, was also conducted with 41 counties participating. Finally, the Clarian Health Partners are working to follow-up with all TATU and TAP & TEG facilitators through newsletters, and soon through the Internet, providing support everyone working to keep youth tobacco free.

### Conner Prairie Living History Museum:

Conner Prairie seeks to provide historical context for understanding tobacco prevention in Indiana and apply this perspective to a discussion on current attitudes and behavior regarding tobacco use. Through this program, Tobacco: A Poisonous Practice, Conner Prairie generates discussion of the social and cultural attitudes toward tobacco in the 19th century. Engaging characters, from 1836 Prairietown (Horace Palmerston) and 1886 Liberty

Figure 4: Participating in Youth Prevention and Cessation Training Programs



Corner (Benjamin Lloyd McIntyre and Theodora Heath Loudon) who represent the anti-tobacco movement in America. In addition to the programming at the museum, Conner Prairie presents a distance learning version of the program with supplementary education materials for teachers. Conner Prairie was the recipient of the 2003 Award for Innovative Programming from the Indiana Public Health Association for this project.

#### Healthy Communities Initiative of St. Joseph County:

Health Communities Initiative implements the Tobacco-Free Zone Project, which is a clinic-based tobacco prevention and cessation program to de-normalize tobacco use by exposing all patients to prevention messages and opportunities for cessation. This program has trained clinic staff, including physicians, in tobacco education and cessation.

In addition, youth patients exposed to secondhand smoke receive education on these dangers and their parents receive advice to encourage cessation. A success story for this project involved an extended family from South Bend that enrolled in a cessation program together. In total, 15 family members have quit smoking. They felt that if they smoked together then that they should quit together! The family's issue was that several members have smoking-related illnesses and all wished to quit. They received local television coverage due to the large number in the family.

#### Indiana Academy of Family Physicians Foundation:

The Indiana Academy is conducting the Tar Wars Program to educate elementary school youth regarding tobacco free lifestyles through a community-based approach using physicians, educators and other health care providers; with a goal of reaching youth in all Indiana counties. Indiana Academy of Family Physicians put local coalitions in touch with 4th and 5th graders in classes statewide, to educate students to resist tobacco messages and promote healthy lifestyles. In SFY 2003, approximately 250 schools and over 20,000 students received the Tar Wars presentations. Approximately 150 presenters have visited schools in 45 counties throughout Indiana. Local coalitions appreciate this tobacco control program and the services of the Indiana Academy of Family Physicians within their local schools.

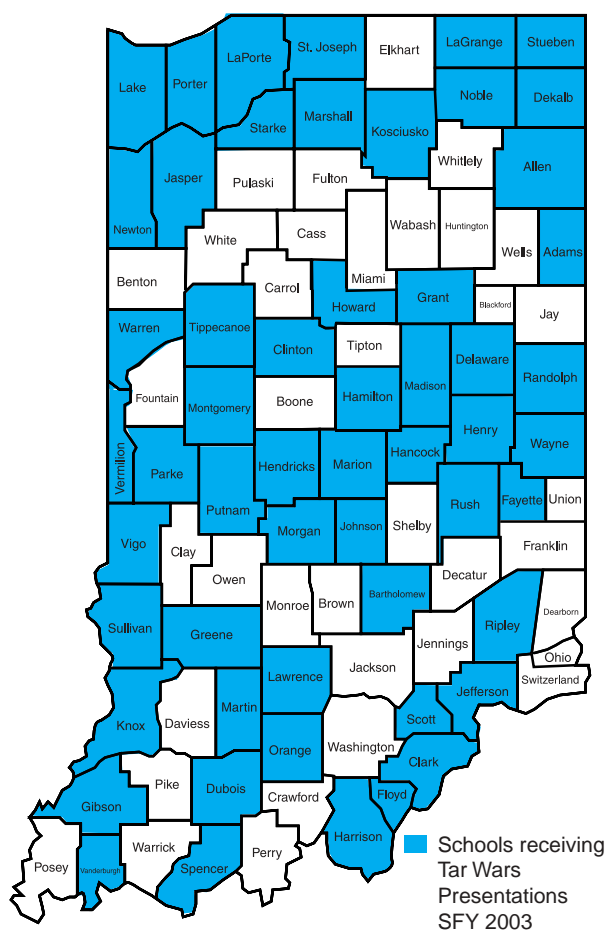
#### Indiana Alliance of Boys and Girls Clubs:

The Indiana Alliance is implementing *SMART Moves*, as below. A nationally recognized program encompassing instruction and skill building activities, parental involvement and community support. Youth from the Boys and Girls Clubs also link into the *VOICE* movement, Indiana's youth speaking out against big tobacco. Programs are established with 59 Boys and Girls Clubs in 34 counties through our statewide partnership, in addition to the relationships established at the local level. (See Figure 6.) Since June 2002, Indiana Alliance member clubs have conducted close to 6,000 *SMART Moves* activities involving nearly 55,000 youth across the state. In addition, 6,800 Healthy Lifestyles activities, involving close to 66,000 youth, have been conducted. Of those who have participated in the *SMART Moves* program, 69% have successfully completed all components of the program. Ninety-six percent (96%) of participants report that the club promotes an anti-tobacco message, with 93% report they have decided not to smoke.

#### Indiana Black Expo (IBE):

IBE has developed a marketing and educational awareness campaign emphasizing the importance of smoke free environments. The program has implemented the "Commit 2 Quit" campaign to help people stop smoking. The campaign outreach has been statewide and incorporated into specialized community events reaching the minority population. The Commit 2 Quit program has made a tremendous impact through media placement, event sponsorship and community involvement. Commit 2 Quit and Radio One-Indianapolis ventured into uncharted territory for African Americans, as Commit 2 Quit was the title sponsor at Indianapolis' premier sporting event; the Indianapolis 500 Carb Day. The Commit 2 Quit Carb Day was an all-day event and the only smoke free haven at the track was their booth. Commit 2 Quit sponsored the Family Fun Festival and National Invitational Black Rodeo Championship at the Indiana State Fairgrounds in June. These events are truly examples of reaching out to people with the tobacco free message where they work, eat and play. IBE has also included extensive outreach to minority media outlets and involvement of IBE youth in collaboration with *VOICE*. The ITPC-IBE partnership has enabled IBE to sever its financial ties to the tobacco industry and be leaders in the fight against tobacco, the leading killer of African Americans.

Figure 5: Schools Receiving Tar Wars Presentations



### Indiana FFA Organization (FFA):

FFA is implementing a grassroots, youth-driven campaign including peer mentoring and leadership development for high school youth. FFA youth develop workshops and promote the tobacco-free message through conferences and agricultural networks throughout the state. Their efforts have included peer mentoring, classroom tobacco-control curriculum implementation and distribution of tobacco control materials through the various chapters throughout the state and at the national FFA Convention in Louisville, Kentucky. Indiana FFA organization annually conducts 14 leadership conferences and workshops. Indiana FFA chapters in 251 schools from 84 counties have enabled tobacco prevention efforts to reach more than 60,000 youth throughout Indiana. (See Figure 7.)

### Indiana High School Athletic Association (IHSAA):

IHSAA has developed and is implementing a communications network to reach student athletes, teachers, coaches and administrative staff with a tobacco free message. Nearly 400 schools received materials to discuss with students about the effects of tobacco use. IHSAA also enhanced the ITPC media campaign with the help of a student-athlete advisory committee. IHSAA developed tobacco free messages for various events, such as athletic competitions, and advertisements aired twice a day on 66 radio stations statewide—a potential audience of 842,000 people. In SFY 2003, IHSAA created and traveled with an interactive exhibit on the health effects of tobacco use and good health. It visited 30 middle schools reaching over 18,000 youth. The exhibit also went to four education/youth conferences and seven Boys and Girls Clubs throughout Indiana.

### Indiana Latino Institute (ILI):

The Indiana Latino Institute's (ILI) tobacco control program identifies and secures Latino partners from various community agencies and organizations across the state to form a tobacco control coalition. ILI provides a comprehensive trainer of trainers program; helps build capacity of partner organizations; and involves Latino youth in the process of reducing youth initiation and access to tobacco. ILI's tobacco control program trained 98 Latino youth/young adults in empowerment and advocacy at the first annual Indiana Latino Youth in Action Conference. ILI provided support to four Indianapolis Latino restaurants in going smoke free, including holding press conferences to announce these smoke free restaurants. A Week Without Tobacco was celebrated among the Latino community in South Bend, culminating with a soccer tournament titled "El que no fuma gana" (The one who does not smoke wins). ILI reached over 3,100 people from June 2003 through May 2003 through direct presentations about tobacco control. In addition to the presentations, ILI distributed over 31,500 pieces of materials with the tobacco control message into the Latino community. ILI also developed a resource center for community partners to access current information available on tobacco control and is launching its website in July 2003, [www.indianalatinoinstitute.com](http://www.indianalatinoinstitute.com).

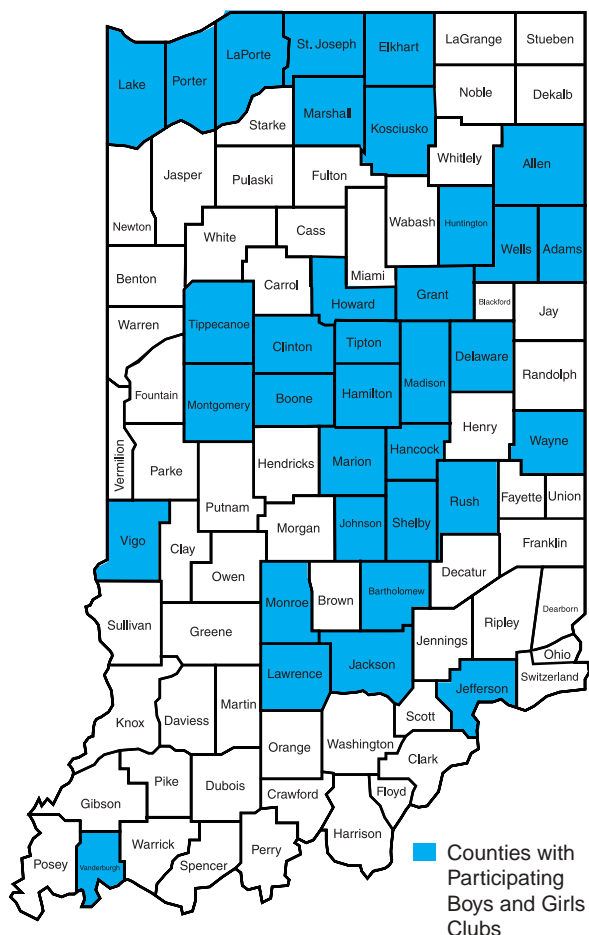
### Indiana Minority Health Coalition (IMHC):

IMHC is providing technical assistance in capacity building and project management to ITPC minority-based partners. This assistance is focusing on the areas of board development, financial management and reporting, program evaluation and program implementation. IMHC completed assessments on each of the ITPC minority-based partners and designed an individual technical assistance plan. Project staff are implementing those plans with these ITPC partners. IMHC is also providing a three-part, comprehensive, cultural competency training in two key regions of the state, Lake County and a regional training for Howard, Cass, Miami and Grant Counties.

### Indiana Regional Council of Carpenters:

The Indiana Carpenters' overall goal is to change the cultural acceptability of smoking and tobacco use by blue collar Hoosiers, specifically those in organized labor. A massive education and awareness campaign has been implemented with union leadership in all labor segments to include anti-smoking measures in union-employer agreement, communicate the health consequences of continued tobacco use, and create an overall healthier work environment for union employees. As unions have traditionally opposed smoke free policies and ordinances, this project is accelerating the process of de-normalizing tobacco use among workers

Figure 6: Participating Boys and Girls Clubs





and will assist in promoting policies and ordinance that promote protection from secondhand smoke. Over 5,000 blue collar workers throughout Indiana have been reached with information about various issues of tobacco use. A brochure and video were developed specifically for this population that informs about the effects of tobacco use on retirement, including benefits of quitting and reducing exposure to secondhand smoke. The Carpenters project is also working with union leadership to change health plans regarding tobacco use. A cost analysis on the tobacco related illnesses and benefits of cessation coverage was presented to union trustees to promote a policy change. While this policy is currently under review, this analysis a valuable tool for any labor and management team and can help influence policy change in all worksites.

#### Indiana State Department of Health Prenatal Substance Use Prevention Program (PSUPP):

PSUPP is a prevention program designed to help prevent birth defects, low birth weight, premature births and other problems due to maternal use of tobacco, alcohol or drugs during pregnancy. The three components of PSUPP are 1) identification of high-risk chemically dependent pregnant women, provide perinatal addiction prevention education, promote substance abstinence, provide referrals to treatment services, and follow-up; 2) facilitation of training and education for professionals and paraprofessionals who

work with women of childbearing age on how to identify high risk chemically dependent pregnant women; and 3) providing public education on the dangers of tobacco, alcohol and other drugs use during pregnancy. The ITPC grant enabled ISDH to expand PSUPP to seven additional clinics in rural and urban counties bringing the total number of clinics to fourteen throughout the state serving 23 counties. In SFY 2003, site directors screened 989 pregnant women for tobacco, alcohol and drug use, with termination of substance use at delivery was 45% tobacco, 100% alcohol and 100% drugs. Three prenatal smoking and secondhand smoke workshops trained 94 health care professionals who work with pregnant women. Site directors become more visible in their communities by receiving referrals, participating in community events (42), making presentations (232) and providing education and materials to providers (4,309) and the public (22,129). Several of the PSUPP sites have been overwhelmed with new patients that many are looking to hire a part-time coordinator. In addition site directors, after many requests from physicians/clinics, have begun screening non-pregnant women smokers and women exposed to secondhand smoke.

#### Indiana State Medical Association (ISMA):

ISMA developed and distributed materials to physicians outlining insurance coverage allowing them to better advise patients on available cessation services. ISMA is also working to encourage more physicians to provide tobacco cessation counseling by a reminder system using chart stickers. These materials have been very popular and helpful, reaching more than 3,000 Indiana physicians. ISMA is offering cessation training opportunities to health care professionals online at [www.mededcme.org](http://www.mededcme.org).

#### Indiana Teen Institute (ITI):

ITI is implementing a youth empowerment project to mobilize and galvanize youth tobacco prevention efforts statewide. ITI is building on the momentum of the youth movement, Voice, by linking these messages to the ITI summer conferences and other training opportunities for over 61,000 youth and adults. ITI continually focuses their efforts on training youth empowerment techniques to youth advocates, adult coordinators, community representatives, parents and key stakeholders throughout Indiana. Their website, [www.ITIAdventure.com](http://www.ITIAdventure.com), is also a valuable tool.

In 2003, ITI exceeded the projected number of youth and adult participants attending its summer conferences by nearly 50%. Approximately 500 Hoosiers participated in one of two intensive, week long sessions focusing on ITPC local coalitions and community partnerships. Participants learned multiple strategies for effectively promoting tobacco control messages.

#### Adult Participants responses:

*"The experience can't be explained and it is worth more than anyone can imagine."*

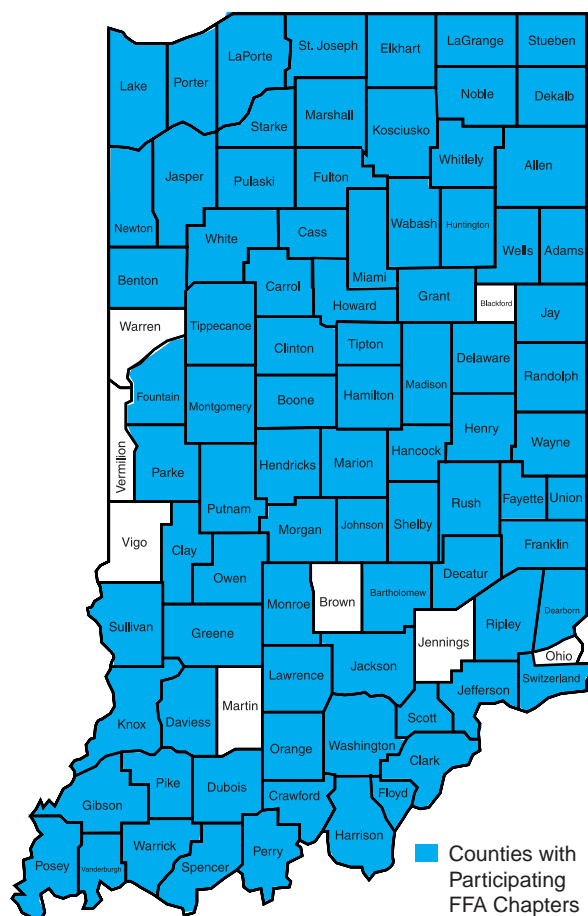
*"I have been to a lot of teen conferences, yet never have been so compelled by the presented topics and approach to the audience."*

*"ITI is a great way to meet new people, to learn about Big Tobacco, and learn important leadership skills."*

#### Youth Participants responses:

*"ITI is a terrific way to experience how to become a better leader in a whole new way! You actually have FUN!"*

Figure 7: Participating Indiana FFA Chapters





**If Indiana's smoking rate is reduced by 25%,  
it will save Indiana taxpayers over \$20 million per year  
in smoking-related Medicaid costs.**

#### **Moving in the Spirit, Inc.:**

Moving in the Spirit Ministries coordinates Project FA.I.T.H. (Faith-Communities Addressing Issues of Tobacco and Health), a comprehensive plan for tobacco control within the faith-based communities all over the state. With the understanding that the church is often a community or neighborhood's most valuable resource when seeking refuge and support, the Project FA.I.T.H. initiative seeks to build on that infrastructure and enhance the faith-based initiatives of churches throughout the state to include tobacco prevention and cessation programs. Project FA.I.T.H. has four major components: 1) to identify and train current church program staff in effective program strategies for tobacco prevention and education; 2) to identify and train church health professionals in the provision of cessation services (Inspire Program); 3) to bring the message of tobacco cessation and prevention to churches through a variety of events offered in conjunction with Sunday worship service; 4) to increase cross-denominational, faith-based alliances to advocate for tobacco free policies in churches and communities throughout the state. To date, Moving in the Spirit Ministries have held 11 trainings all over the state, training over 350 church staff members with the capacity to reach over 5,000 congregational members statewide. Trainings have been held in Gary, Fort Wayne, Richmond, Kokomo, Lafayette, Indianapolis, Evansville and South Bend.

#### **Purdue University-School of Nursing:**

The Purdue University School of Nursing has implemented a Tobacco User's Cessation Helpline (TOUCH) program for Purdue University students. Students receive one or more of the interventions found to be effective with the college population. Student response to the helpline has been limited as many are not ready to quit smoking. During this past year, the helpline received over 250 calls and enrolled 30 students into the study. While the student response has been low, inquiries from Purdue faculty and staff has been overwhelming. This response moved the project into the next phase by offering services to faculty and staff, where approximately 25 people have already received some counseling. Focus groups have been held with faculty and staff in order to plan Phase 2 of the project. At the end of fiscal year 2003, the faculty and staff phase was ready for implementation. In addition research team members have provided tobacco use prevention/cessation to student groups living in residence halls, fraternities and sororities and through university news sources. Members of the research team have been involved with the Campus Bar Coalition. Several bar owners have committed to a smoke-free night. One bar in Lafayette is smoke free nightly until 7 PM. A smoke-free campus community is the ultimate goal. Overall smoking rates at Purdue University have

declined from 36% in 2000-2001 to 31% in 2002-2003. It is difficult to determine how much the TOUCH project has affected this trend and the campus culture; however, the program has received positive coverage in the student newspaper and when the research team offers educational presentations to the students, the majority are well aware of the project and the majority say that they have referred a friend to the TOUCH helpline.

#### **PharmASSIST, Inc.:**

This project offers cessation training to pharmacists and cessation counseling to smokers in pharmacies and other locations linked by cessation networks in southwestern Indiana. In SFY 2003, PharmASSIST, Inc. offered cessation services that include pulmonary function tests and one week of nicotine replacement therapy to over 400 patients. In southwest Indiana, over 40 pharmacists and nurses received hands-on training and received intervention materials and information.

#### **The Sanders Group:**

The Sanders Group is developing a multi-media resource project to assist community advocates in working with school systems to develop and implement tobacco free policies. This project will focus on comprehensive school system tobacco-free policy development and implementation. The project includes creating web-based instruments for assessing and planning action plans for addressing tobacco use and addiction prevention policies and programs in Indiana school corporations, and developing videos that demonstrate how to implement comprehensive school tobacco policies. Select schools from across the state have served as examples for these policies and will be featured on the video. Pilot tested materials will be launched to the ITPC local partners in the SFY 2004.

#### **United Health Services:**

The Hearing and Speech Center of St. Joseph County provides intensive education and intervention with families of preschool age children on negative effects of secondhand smoke on children's hearing health. UHS developed an informative brochure to educate parents about the dangers of secondhand smoke on children's hearing. This project is also providing information to day care and preschool providers in the St. Joseph County and working with the American Cancer Society of St. Joseph to access cessation program for low income and minority families identified through the project.

#### **Training**

ITPC developed comprehensive two-year training plan for staff, board, and partners, that includes mandatory training sessions,

elective training topics, an annual information-sharing event, bimonthly conference calls, cluster meetings, and numerous communication tools. ITPC is committed to providing its partners with training needed to implement their local tobacco control programs by adapting content and material to meet experience level of the communities. These training methods allows ITPC to disseminate the latest evidence based research and applications in tobacco control. Training mechanisms include:

- A system of "cluster" meetings for the partners, dividing counties into 4-5 counties per cluster. The ITPC Regional Directors customize and conduct the cluster meetings at least quarterly with input from the partners.
- ITPC developed a comprehensive conference call/technical assistance structure for all partners that includes national, regional and local presenters as well as an opportunity for regular information sharing and problem solving among partners.
- ITPC sponsored 10 sessions of youth education and cessation training for community, minority and statewide partners and has utilized one of its statewide partners to continue this training, as described above on page 28.
- ITPC is a partner with the state addictions conference, Many Voices One Vision. In July 2002, ITPC sponsored the keynote speaker, Matt Myers, President of the National Campaign for Tobacco Free Kids.
- ITPC conducted an annual meeting, Partnership X-change, "Communities Under Construction" for over 240 ITPC partners bringing training on current topics from state and national speakers.
- Sessions on the Voice movement and the tobacco industry were given to 65 adult coordinators at the "Say What" 2003 Voice youth summit to better prepare them for working with youth.

## ITPC SFY 2003 Training Grid

### School and Community Speakers

#### Rick Stoddard

During 2002, ITPC has expanded efforts to reach Hoosiers, and particularly young Hoosiers, through sponsored speakers during school convocations, community town hall meetings, community events and local media.

To extend the outreach of the "Rick Ads" that ITPC launched in October 2001, the agency worked with Rick Stoddard as part of our statewide effort to reach middle and high school students. These advertisements featured Mr. Stoddard and his story about losing his wife to smoking diseases when she was only 46 years old.

Mr. Stoddard agreed to get involved in school presentations, Voice, and community town hall meetings. He delivers a compelling "no-lecture" message as he tells the story of his wife Marie and her death due to smoking. His message is particularly effective in the rural area of Indiana that is often difficult to penetrate through traditional media avenues.

Since 2002, Mr. Stoddard has personally spoken to more than 46,000 Hoosier youth in 35 Indiana counties and plans to continue to speak at schools in the coming year. (See Figure 8.)

Here are a few of the e-mail notes that ITPC received as a result of Mr. Stoddard's dedication to young people:

#### From a Indiana newspaper reporter:

*Rick,*

*I don't know if you remember me, I was the reporter who covered your engagement at the High School.....I wanted you to know that I came home from hearing you that day and threw away my cigarettes. I've been a smoker more than twenty years, minus the times I was*

### ITPC Training Calendar SFY 2003

AUGUST	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
Strengthening Tobacco Control Decision-Making Strategies 20-Indianapolis 21-Kokomo  Conference Calls 27-28	Evaluation Workshop: Program and Fiscal Reporting 1-South Bend 3-Terre Haute 7-Indianapolis 9-Clarksville  Youth Tobacco Survey (YTS) Administrator Training 24-Indianapolis and Seymour 25-Logansport 29-Merrillville	Conference Calls 6-7	ITPC Annual Meeting, Partnership X-Change, "Communities Under Construction" 10-11 Indianapolis	Teens Against Tobacco Use (TATU) 16-West Lafayette 23-Richmond  Conference Calls 21-22  Americans for Nonsmokers Rights (ANR) Back To Basics Training 28-Indianapolis	Follow up Meeting for Partner Information X-Change 6-Indianapolis  Tobacco Awareness Program/ Tobacco Education Group (TAP/TEG) 6-7-Columbus 10-11-Terre Haute	Teens Against Tobacco Use (TATU) 6-South Bend 13-Gary  Americans for Nonsmokers Rights (ANR) Back To Basics Training 13-Indianapolis  Conference Calls 18-19	Teens Against Tobacco Use (TATU) 3-4-Kokomo 7-8-Goshen  2nd Annual Youth Summit 11-13-Indianapolis

pregnant. I know that keeping kids from smoking in the first place is one of your goals, but I had to tell you that your words helped me. I would never want my husband to go through what you did. I'm close to the age Marie was when she died and my husband and I have been married 23 years. Your story really affected me. It's not been easy, but I will never pick up another cigarette—hopefully I've quit before my health suffered too much.

Thanks again for your words -

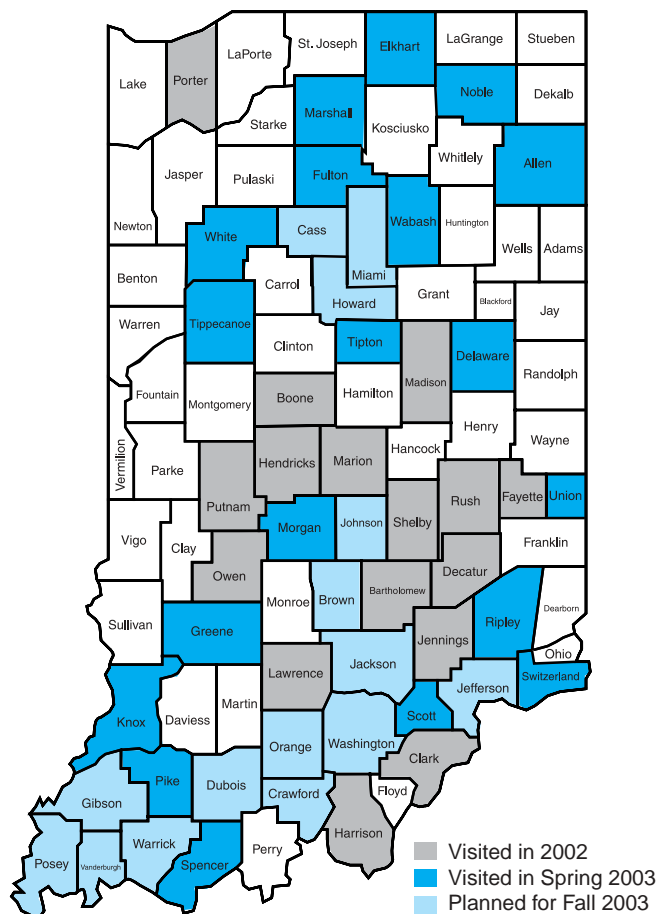
P.s. Most of the time, when I cover events, the speakers are somewhat distant. You were very approachable and since my daughter attends that high school, I got to hear a lot of comments from the kids. They said you were like a "real" person. Not fake or talking down to them.

#### From an 8th grade student at Paoli High School:

Rick,

Hey! This is.....and I am an 8th grader from Paoli High school. I just wanted to tell you that your speech was awesome. Usually when we have speakers, no one pays attention like they did today. And I do believe that it touched each and every one of us. Everyone has been talking about how it was such a good program today. That was also the first time we have ever given a standing ovation. If there is ANY way I can help you with anything just let me know. I know that a bunch of my friends that smoke are quitting b/c of your speech and I know that is what you want, so congratulations. You really did make a difference, and every one of us left with that story in our hearts

Figure 8: Schools Presentations Given or Planned by Rick Stoddard



forever, just like you said. I would like to help you fight against the tobacco companies also. Anytime you need a favor or something! Just let me know. My friends are up for it also. I know you said that you might not get to reply to any of your letters, and if you don't, I will understand, but I just wanted you to know that what you're doing is great, and keep it up. Maybe, could you maybe write back to at least let me know that you got this e-mail?? If not, I will understand. Thanks a lot for what you have done, and you're a good man.

Your friend

#### From a teacher at Pike High School:

Good morning,

I know I have been busy, but I never want to be too busy to say thank you. I owe you both big time. This place has been buzzing about Rick. I have had teachers say it was the best convo we have ever had at Pike. I have had students thank me for bringing him here.....it is rare for a teenager to take time to say thank you and this is a big thing. Just allowing us to bring Rick in to this school has changed this high school for the better. I would like for you to know what is being said about the convo. Remember we had 400+ students who knew nothing of what was going to happen at this convo.

Student: "...the students were rude during the showing of the videos, but when Rick walked up it was different. I have never heard a convo that quiet. I have never seen students that attentive..."

Teacher: "...I knew when I saw that man in the back I said he looks familiar. When the videos started I remembered who he was. I thought why is he here? When he was done I knew why he had been invited..."

Thank you so much for helping us out with this project. I do want you to know that we need to plan next year right now. The school wants all convos on the books before the end of the year.

Thanks again,

#### A follow up note from Pike High School:

Good afternoon,

This morning, one of our health teachers came to me and told me of a student's experience after the convocation. A young man was so moved by Rick that he went home and asked or demanded that his father stop smoking after 20 years. The father had thought of trying the gum or patches, but when his son asked him he stopped cold turkey. He got rid of his cigarettes and as of March 26th he has not had a cigarette.

Thank you for helping our students to have the guts to talk to their parents. You are making a difference. Please pass this story on to Rick it made my eyes moist.

Thanks

#### From a youth in Jasper:

Hi this is.....You came to my school in Jasper, Indiana. I just want to say that even though I wasn't never going to smoke cause my grandpa died from, I just that ever since you came to our school you really made me think about not to smoke and you made me want to tell everybody, which I did. My dad smokes and I get on him about every single day and tell that you can get this and you have to take

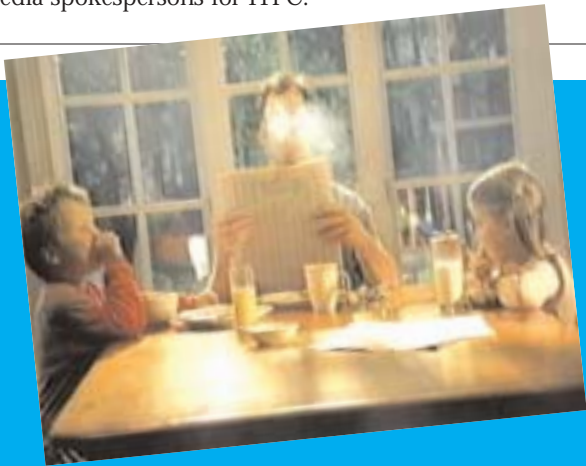
*that. Now since I told him that. He his trying his best not to smoke. I think you did the best speech that we have ever gotten. We all thought you were the coolest guy. And we really did think you did a better job than anybody else did. So I just want to thank you for giving us the speech and also want to say good luck in the future and sorry to hear about your wife. You have my sympathy. Well I have to go. I hope I can hear from you.*

#### **Lorene Sandifur**

ITPC launched a new series of advertisements featuring Lorene Sandifur, a Kokomo math teacher, who lost her husband Gary to smoking. Gary was diagnosed with cancer on the day before his 50th birthday. He had told Lorene that he would quit smoking when he turned 50. Lorene launched this new ad series in December 2002 at the ITPC Partner Information X-Change. Since that time, she has literally taken her message to the streets of Indiana speaking at over a dozen community events such as the American Cancer Society's Relay for Life and carrying her message through at events including the Indianapolis 500 Mini-Marathon reaching thousands of people.

#### **Voice Youth Advisory Board Members**

Approximately 30 youth Hoosiers serve on the Voice Youth Advisory Board representing all areas of Indiana. These teens speak to adults and youth in their local communities and serve as media spokespersons for ITPC.



#### **Nationally Recognized Speakers**

ITPC and its network of local partnerships regularly bring nationally recognized speakers to Indiana's local communities as part of the overall public awareness campaign to understand tobacco's role as the leading cause of Hoosier deaths. In 2002 these speakers have included individuals such as:

- Matthew Myers, President of the Campaign for Tobacco Free Kids
- Brenda Bell Caffee, creator of California's Not in Mama's Kitchen Program
- Jeanette Noltinius, former director of the Latino Coalition on Tobacco and Alcohol
- Victor DeNoble, former Philip Morris scientist and researcher
- Rick Bender, victim of smokeless tobacco cancer
- Greg Connolly, Director of the Massachusetts Tobacco Control Program
- Tom Houston, MD, Director of the Smokeless Tobacco Program for the American Medical Association
- Numerous other experts in the field of tobacco prevention and cessation

**62% of smokers in Indiana want to quit smoking during the next six months, according to the state's first Adult Tobacco Survey conducted last fall by the Indiana Tobacco Prevention and Cessation Agency (ITPC)**

### **Statewide Media Campaign**

#### **Purpose**

Indiana's statewide media campaign is a combination of paid and earned media messages designed to counter pro-tobacco influences and increase pro-health messages and influences throughout the state. Counter-marketing consists of a wide range of efforts, including paid television, radio, billboard, and print counter-advertising at the state and local level; media advocacy and other public relations techniques using such tactics as news releases, news conferences, media outreach, media tours, editorial materials, featured stories, local events, and health promotion activities; and efforts to reduce or replace tobacco industry sponsorship and promotions. Counter-marketing activities can promote smoking ces-

sation and decrease the likelihood of initiation. They also can have a powerful influence on public support for tobacco control interventions and set a supportive climate for school and community efforts.

The power of media and marketing to influence behavior and drive demand for products and services is well known. According to the 2001 Report from the Federal Trade Commission (FTC), the tobacco industry spends over \$11 billion on advertising, \$239 million in Indiana. The tobacco industry expenditures on advertising and marketing in 2001 increased 17% from the previous year. Counter-marketing and public relations campaigns can break through the industry's clutter and communicate the truth about tobacco and the industry's deceptive marketing practices.



## Indiana's Efforts

Based on the CDC's Best Practices, ITPC allocated \$7 million for the media and counter-marketing component SFY 2003. The media campaign targets both Indiana general population adults and youth, along with specific segments of minorities and pregnant women. The aim of the media campaign is to educate the public about the dangers of tobacco use, secondhand smoke and tobacco industry marketing practices. The campaign is working to change the social norms and acceptability of tobacco use in Indiana.

Each wave of the ITPC media campaign has focused on different themes. Throughout each wave, the anti-tobacco messages have been disseminated through multiple media channels (e.g. TV, radio, print, billboard) to reach a wide audience.

- The first wave (October-December 2001), the campaign focused on the dangers of tobacco use and its consequences. The goal was to increase knowledge and understanding on the negative effects of tobacco on individuals, families, and communities.
- The focus of the ads in the second wave (March-May 2002) was primarily on tobacco companies and their predatory and manipulative business practices. The goal to increase awareness of tobacco industry marketing.
- The third wave (June-September 2002), continued with the industry manipulation message, and added a series of ads focusing on the dangers of secondhand smoke and tobacco smoke ingredients. The goals of these ads were to increase knowledge on harmful chemicals contained in cigarettes, product manipulation by the tobacco industry, and raise awareness that tobacco use affects both smokers and non-smokers.
- The fourth wave (October 2002-March 2003) focused on change the social acceptability of smoking, secondhand smoke, and tobacco industry efforts at targeting teens.

Indiana's public awareness and media campaign provides critical support for all components of the Hoosier Model. ITPC and MZD Advertising, along with partners Promotus Advertising, Bingle Marketing and Golin Harris Public Relations, produced effective, award-winning campaigns that have high recall by Hoosiers.

## ITPC Media Campaign

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### Secondhand Smoke Awareness

This year's media campaign focused on revealing the dangers of secondhand smoke and empowering people to make a difference with tobacco control. The campaign included television commercials, ("Pack a Day" and "Big Brother") and tailor-made radio and print advertisements ("Big Brother" and "Protect Our Children") strongly suggesting that people protect their families from the secondhand smoke. Television, radio, and print ads educated Hoosiers on the harmful chemicals found in tobacco such as benzene, rat poison, formaldehyde and polonium. ITPC used a combination of existing commercials from the CDC Media Resource Center and newly created commercials using local talent and real stories. In addition, the media campaign continued to use ads that were previously developed, allowing a rich depository of media.

## Tobacco Prevention Saves Lives, Saves Money

ITPC launched a campaign featuring a teacher from Kokomo, who lost her husband to cancer caused by smoking. Gary Sandifur was diagnosed with cancer on the day before his 50th birthday. He had told his wife Lorene that he would quit smoking when he turned 50. Lorene launched the new ad series in December 2002 at the ITPC Partner Information X-Change. Lorene Sandifur took her message directly to Hoosiers touching the lives of thousands of youth and adults. In addition, Lorene has championed the message that tobacco prevention will save Hoosier lives and money. The spots seek to educate all Hoosiers on what Indiana can gain by investing in tobacco control-saving lives and saving money. (See the School and Community Speaker section on page 35.)

Along with Lorene, outreach from previous ad campaigns continues with Rick Stoddard. ITPC worked with Rick Stoddard as part of our statewide effort to reach middle and high school students. These advertisements featured Mr. Stoddard and his story about losing his wife to smoking diseases when she was only 46 years old. Mr. Stoddard agreed to get involved in school presentations, Voice, and community town hall meetings. He delivers a compelling "no-lecture" message as he tells the story of his wife Marie and her death due to smoking. His message is particularly effective in the rural area of Indiana that is often difficult to penetrate through traditional media avenues. (See the School and Community Speaker section on page 33.)

### WhiteLies.tv

ITPC created a WhiteLies.tv campaign focusing on how the "white lies" of the tobacco companies kill Hoosiers. The website, [www.WhiteLies.tv](http://www.WhiteLies.tv) has logged over 2 million successful hits since its debut in March 2002. This site continues to be updated with new campaign information. Another addition this year was a section on how to quit smoking and a way to request information on where to get help in quitting smoking within one's community. The most downloaded document has been the quit tips and 342 quit packets have been requested through [www.WhiteLies.tv](http://www.WhiteLies.tv).

### Partnering with Our Message

ITPC had several opportunities to impact thousands of Hoosiers through a variety of events from September 2002 through August 2003 through its partnership with the Indiana Sports Corporation. During the Coca-Cola Circle City Classic, PeyBack Classic, the Corporate Challenge, the World Basketball Championships and the World Wrestling Team Trials, both the WhiteLies.tv and Voice brands were visible through an on-site presence, public service announcements, program ads, signage and banners and promotional items.

### Ethnic Marketing

ITPC reaches Indiana's diverse population through a combination of general and multicultural marketing and media activities directed toward African American and Latino communities. ITPC has worked with these communities to develop appropriate public and media relations, events and ongoing communication with civic and political leaders.

To complement the media used in the general campaign, radio and print advertisements ("Big Brother" and "Protect Our Children") were developed for reaching the African American and Latino



communities. These ads strongly suggest people do whatever it takes to protect their loved ones from the dangers of secondhand smoke. ITPC also produced two multi-media projects targeted to African Americans and Latinos: "Tobacco: The Root of Slavery" and "El Enemigo de la Comunidad". These two culturally relevant media communications tools were developed to assist anti-tobacco advocates with presenting the facts about tobacco in a clear and powerful way.

### Not in Mamma's House

Who knew that thousands of women and men would rally around a simple tagline, "Not in Mamma's House: There'll be no smokin' up in here!"? Not in Mamma's House (NIMH) is a grassroots movement that mobilizes African American women to fight for tobacco free communities. NIMH is designed to address the dangers of secondhand smoke and encourage women to declare their homes and cars smoke free, and then reach out to a friend or family member to do the same. Women's groups, church and community organizations are asked to join and support this initiative. ITPC modeled NIMH after, "Not in Mama's Kitchen", the successful movement in California by Brenda Bell Caffee. As director of The African American Tobacco Education Network in California, Ms. Caffee was appalled by the research that states African Americans were least likely to be protected from secondhand smoke and to have a smoke free policy in the home, and developed this program. NIMH events reached over 900 participants from December 2002 to June 2003. Events were hosted in several counties throughout the state, including Elkhart, Marion, St. Joseph, Clark, Vanderburgh and Lake Counties. Each city had distinct traits that allowed the planning team to personalize the event. Communities embraced the campaign and reached out to many community leaders and civic organizations new to tobacco control. Many of these groups took pledge cards back to their organizations and distributed them community wide. A few hosted smaller NIMH events within their organizations. Currently, 6,000 pledge cards have been signed, including pledges received from [www.WhiteLies.tv](http://www.WhiteLies.tv).

ITPC served as the title sponsor for the region's largest exposition geared toward African American women, the 2003 Radio One Women's Enrichment and Empowerment Expo. Although, the exposition was not an official NIMH event, the venue was perfect for the campaign. Women signed the NIMH pledge and coalition members promoted their cessation and education programs and services to a very receptive audience. Close to 1,000 women at this event pledged to keep their homes smoke free.

The African American audience received the most saturation of the NIMH campaign, but the Latino community also held secondhand smoke awareness events in the spring 2003. Information on the dangers of secondhand smoke were present at the Hispanic Health Fair, Festival 5 de Mayo, and "United for our Community," where the "En nuestra casa NO" campaign was unveiled. "En nuestra casa NO" is the Latino equivalent to the NIMH campaign.

### Other Partnerships

ITPC partnered with Indiana Black Expo for the second year to provide funding for Summer Celebration, enabling the IBE to sever its financial ties to the tobacco industry. WhiteLies.tv was the message at the Indiana Black Expo (IBE) Summer Celebration, including the Music Heritage concert. Along with "Commit 2 Quit", IBE's program to make the African American community aware of the effects of tobacco use, tobacco free messages were everywhere during the week long Summer Celebration that attracted over 310,000 people. ITPC/Commit 2 Quit used a national spokesperson for its ethnic marketing component. Myra J, from the nationally syndicated Tom Joyner Morning Show, speaks to African Americans in a way that is entertaining, yet educational. In addition, ITPC's participation in the Black and Minority Health Fair, the nation's largest health fair, sought to help people determine their lung capacity, and to educate them about smoking cessation, secondhand smoke and tobacco control outreach initiatives.

The ITPC media team also hit the streets telling the dangers of secondhand smoke at the state's premier ethnic festivals: Fiesta Indianapolis, La Gran Fiesta (Fort Wayne) and the Coca-Cola Circle City Classic where over 30,000 people received materials on the danger of tobacco, secondhand smoke, and quitting smoking.

### Voice

Voice has become a strong statewide movement empowering teens to take action against the manipulative marketing practices of the tobacco industry. Since April 2002, youth from across the state have become engaged in the fight to reduce tobacco use among teens. Voice youth participated in the 2002 Indiana State Fair's first tobacco-free day. Youth partnered with Olympic Gold Medallist Apollo Anton Ono to spread the message that they will not be targeted by the tobacco industry. In addition to the State Fair, youth also packed their summer and fall activities by repre-

The tobacco industry spent \$239 million dollars in Indiana to promote its products. Published research studies have found that children are three times more sensitive to tobacco advertising than adults.



senting Voice at popular teen festivities such as X-Fest 2002 in Noblesville, the West Side Nut Club Festival in Evansville, a haunted house in Crawfordsville, Santa Slam 2K2 concert in Indianapolis, and county fairs throughout Indiana.

In addition to the various events Voice has sponsored over the past year, the movement was also the star of a one-hour special created by Indianapolis' own WB Channel 4. The special, "Voices To Be Heard," documented an intense discussion that took place between Voice Youth Advisory Board (YAB) members and MTV celebrity, Yes Duffy. Youth tackled issues such as how to educate their peers about the tobacco industry, what is and is not a smoker's right and how the Voice movement can help change social behavior when it comes to tobacco use in Indiana. Based on this special, 30-second and 2-minute segments were viewed by visitors to the IMAX Theater, as well as a slide show with questions regarding the dangers of tobacco and secondhand smoke. Over 103,000 students and 250,000 adults have viewed slides about tobacco use facts at the IMAX Theater.

What keeps the movement unique and alive is the concentration of its Youth Advisory Board (YAB). YAB members hold quarterly meetings to continue their education about the tobacco industry and discuss the progress of the movement and upcoming activities. YAB also tackled issues affecting the state's smoking patterns such as Vector Tobacco company's launch of its "safer" cigarette, Quest. At each YAB meeting, youth continue to be empowered to keep the Voice movement strong and inspired to take action against the tobacco industry.

### "Say What" Youth Summit

In April 2003, more than 300 youth from across the state gathered to learn about Voice and how to "Have Your Say." Led by the YAB and college aged trainers, youth were taught about the tobacco industry marketing and learned ways they can take action in the their own communities. Through entertaining training and educational programs, youth statewide learned that they can make a difference in their community.

### Other Voice Partnerships

As a sponsor of Indiana DECA, Voice had a presence at the state career development conference in February 2003 and the Spring

newsletter. Through a YAB member, Voice worked with DECA to conduct a Voice session including information on Stick It and the "Have Your Say" Summit to roughly 1,200 students.

### Stick It! to Secondhand Smoke

Stick It! Secondhand Smoke is an initiative designed to challenge youth and their families to eliminate secondhand smoke in the home. Hundreds of youth have pledged to educate their parents and/or other adult smokers in their lives about the tobacco industry's history of manipulation and have found creative ways to get their parents to stop smoking in the house, car or any other space they share with non-smoking family members. Once youth or adults pledge to integrate Stick It in their homes, they receive a Stick It kit that includes a registration form, fact sheets about secondhand smoke, resources for quitting smoking, a calendar and stickers for each day their home stays smoke free. Many Hoosier families are signing up and pledging to make their homes a smoke free and healthy environment. Over 2,500 Stick It kits, encouraging Hoosiers to stick it to secondhand smoke, were distributed throughout Indiana from December 2002 through July 2003.

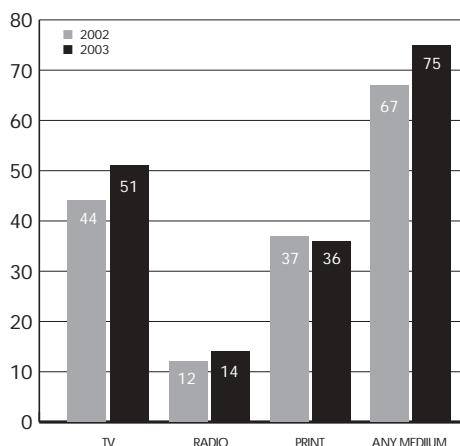
### www.Voice.tv

Currently, more than 1,000 youth from across Indiana have signed up in support of Voice's philosophy and message through its Web site, [www.voice.tv](http://www.voice.tv). Thousands more are involved in Voice through local coalitions. Over 500,000 hits have been logged on the website and hundreds more support Voice in its many functions and activities throughout the state.

### Supporting Community Partners

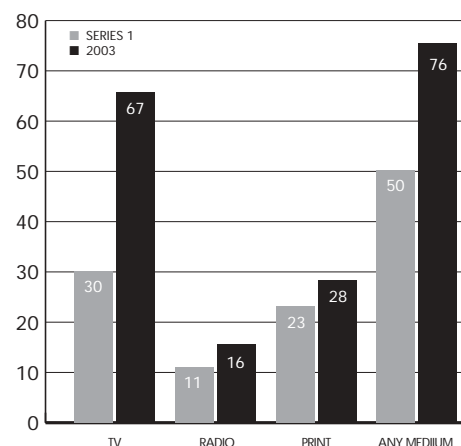
Every county in the state has been reached by the statewide media campaign. ITPC community partners are supported by the marketing team through trainings, media relations assistance and constant communication. Local coalition leaders also serve as spokespeople for tobacco prevention and health issues statewide. To keep coalitions and partners informed of all ITPC-related efforts, partners receive all news releases, media alerts, and ITPC Community Connections, a biweekly newsletter linking ITPC partners. Each of these mechanisms provides partners throughout the state to provide local comment and have the most up-to-date information to share with their communities. Counties work with

**Chart 28: Awareness by Youth of at least one ITPC Advertisement by Medium, 2002-2003**



*CHART 28: The media campaign messages coupled with the community efforts of local and statewide youth serving organizations, prevention and cessation programs, and Voice will continue to change social norms around tobacco use.*

**Chart 29: Awareness by Adults of at least one ITPC Advertisement by Medium, 2002-2003**



the media campaign strategy to strengthen the continuity of the WhiteLies.tv and Voice brands and to continue educating their communities on the dangers of secondhand smoke.

## Early Findings

Advertisement awareness is the first major step in an effective media campaign because the audience must be aware of advertisements to be influenced by them. Findings from other state (e.g., Florida) and national (e.g., Legacy's truth) campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking.

Results from the ITPC media tracking surveys, conducted in mid-September to mid-October 2002 and again in June 2003, indicate that the media campaign has had a positive influence on youth and adult knowledge, attitudes, and beliefs, all in just one year.

## Youth Media Tracking

- Overall, 75% of Indiana youth are aware of at least one advertisement from the ITPC media campaign in 2003, an increase from 67% in 2002. More than 60% of youth were aware of at least one ITPC TV advertisement. This also is an increase from 2002 where awareness of an ITPC TV ad was 44%.

- Youth who were aware of at least one ITPC TV advertisement were 63% more likely to believe that secondhand smoke is a serious problem than those who were not aware of any ITPC TV advertisements (2002). These youth also believed that tobacco-related public policy is important.

- Messages related to tobacco industry manipulation themes were prominent in ITPC advertisements. This resulted in Hoosier youth who could recall at least one ITPC TV advertisement were 55% more likely to agree with anti-tobacco industry beliefs than those who were not aware of any TV advertisements (2003).

- Youth reporting confirmed awareness of at least one ITPC print/billboard ad is 36% (2003). Hoosier youth who have confirmed awareness of a newsprint or billboard ad have increased knowledge that tobacco is harmful, negative attitudes regarding tobacco companies, and have an increased risk of perceived tobacco use compared to youth who report not seeing any ITPC print or billboards.

## Adult Media Tracking

- Overall, 75% of adults reported awareness of at least one advertisement from the ITPC media campaign, compared to just 51% in 2002. The percent of adults that demonstrated awareness of at least one ITPC TV advertisement doubled, when only 30% of adults confirmed awareness of a ITPC TV ad in 2002, 67% of adults saw an ITPC TV ad in 2003.

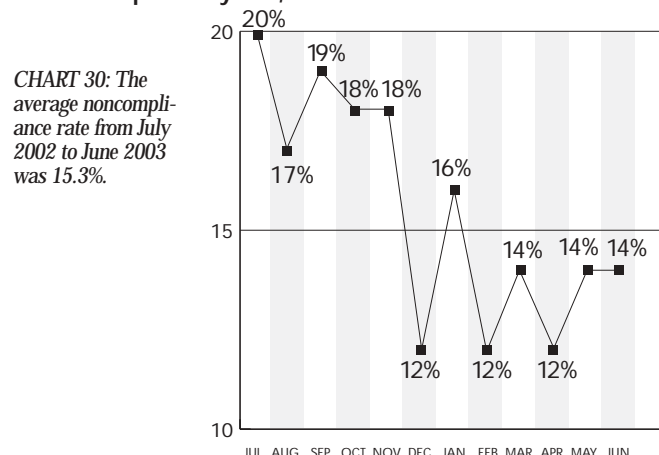
- Adults who were aware of at least one ITPC TV advertisement were 67% more likely to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC TV advertisements (2002).

- Adults who were aware of at least one ITPC TV advertisement were 45% more likely to tell others not to smoke and to participate in community activities against tobacco use compared to those who did not see any ITPC TV advertisements (2003).

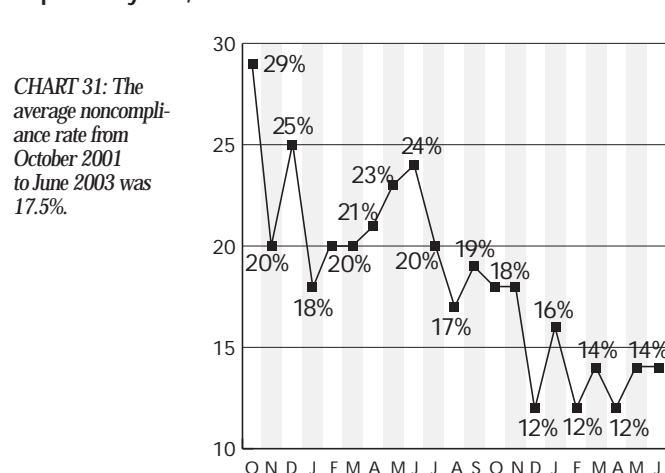
- Adults reporting confirmed awareness of at least one ITPC print/billboard ad is 28% (2003). Hoosier adults who have confirmed awareness of a newsprint or billboard ad have increased knowledge that tobacco is harmful, empowered to speak out against tobacco use, and to feel that tobacco use is not socially acceptable compared to adults who report not seeing any ITPC print or billboards.

As a first step toward understanding tobacco-related issues and toward changing key attitudes and beliefs, these results are on target with the goals established by ITPC. And changes are already evident- those who were aware of ITPC advertisements were consistently more likely to know about tobacco dangers and to agree with anti-tobacco attitudes, both key to changing behaviors, reducing prevalence, and improving the lives of Hoosiers. Because of these positive outcomes, we expect to see reductions in adult cigarette smoking that can be attributed to the ITPC media campaign as one part of the comprehensive approach to tobacco prevention and cessation being implemented in Indiana.

**Chart 30: Noncompliance Rate of Indiana Tobacco Retailers Inspected by TRIP, SFY 2003**



**Chart 31: Noncompliance Rate of Indiana Tobacco Retailers Inspected by TRIP, October 2001 to June 2003**





## News Media coverage of Tobacco Issues

ITPC's mission is to change the cultural norms in Indiana around the issue of tobacco. One the most effective ways to do that is through earned media coverage. During the first year of tracking news media coverage (May 2002 to May 2003<sup>66</sup>), Indiana generated 2,573 clips, with a substantial number of stories occurring at the local level demonstrates how the local coalitions are working with the news outlets in their communities to keep local tobacco control in the news.

A majority of the news stories was hard news. Of the remaining types of news items that are opinion pieces such as editorials and letter to the editor, 76% were anti-tobacco in message. The more frequent topics of news coverage were coalition partner activities, clean indoor air, prevalence, and Master Settlement Agreement (MSA) expenditures. (See page 43, Analysis of News Media for additional information.)

## Enforcement

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### Purpose

Enforcement of tobacco laws can deter violators and sends a message that community leaders believe these policies are important for protecting Indiana's youth. Youth access laws give youth an environment in which tobacco is unacceptable. Youth who do not use tobacco products by the age of 19 are less likely to start later in life. Enforcement of Indiana's tobacco laws deters youth from trying to obtain tobacco products and retailers from illegally selling tobacco products to minors.

### Indiana's Efforts

In SFY 2003, ITPC continued its Memorandum of Understanding (MOU) with the Indiana Alcohol and Tobacco Commission (ATC) to investigate and enforce Indiana's tobacco laws with an annual budget of \$2 million.

After 27 months of activity, enforcement of Indiana's tobacco laws has become a priority for the law enforcement community due to the efforts of ATC. The MOU has continued to:

- Provide 13 additional state excise officers and one administrative support staff.
- Make resources available for training law enforcement officers on the investigation and enforcement of Indiana's tobacco laws.
- Allow ATC to contract with various local law enforcement agencies and/or officers to assist in enforcing those laws.

Throughout SFY 2003, 12 Tobacco Retailer Inspection Program (TRIP) officers were out in the field conducting inspections. In addition, 65 Excise officers worked throughout the state reporting tobacco law violations. Through the year at the Law Enforcement Academy close to 270 law enforcement officers received tobacco laws training. This training includes review of all Indiana tobacco laws including signage, retail sales including implications to the clerk and establishment, possession by a minor and vending machines restrictions.

ATC is also responsible for conducting training for retail owners and clerks to prevent the sales of tobacco to minors. ATC has per-

formed 523 retailer trainings reaching nearly 15,200 people from July 2002 to June 2003. As part of these trainings and in other opportunities, ATC has produced and distributed written materials relating to the sale of tobacco products to minors and Indiana's tobacco laws. The ATC is out at various events with literature regarding the tobacco laws, required signage and other items promoting the "ID on Demand" message. ATC also is encouraging use of the statewide toll free number to report retailers and vendors who violate Indiana's tobacco laws. Citizens who witness illegal sales of tobacco products to minors can call 1-866-2STOPEM. All calls are confidential. Unfortunately, use of the hotline has been minimal with 7 calls occurring in SFY 2003.

### Early Findings

The primary focus of ATC's work is conducting random inspections of tobacco retailers throughout Indiana. The MOU with ITPC outlined a minimum of 375 tobacco retail inspections to be performed each month. Focusing on the efforts in SFY 2003, TRIP officers conducted 6,979 inspections of retail tobacco outlets, averaging over 580 inspections per month. TRIP enforcement activities have resulted in sales rates to youth at an average of 15% for SFY 2003. Throughout SFY 2003, the noncompliance rate of Indiana's tobacco retailers consistently remained below 20%. See chart 30 on page 39.

From October 2001 through June 2003, TRIP officers conducted 15,157 inspections of retail tobacco outlets, averaging over 560 inspections per month. TRIP enforcement activities have resulted in sales rates to youth at an average of 18% from October 2001, through June 2003. See chart 31 on page 39.

Beginning in May 2002, results of these inspections are posted on the ATC website ([www.in.gov/atc/isep/TripIOR.htm](http://www.in.gov/atc/isep/TripIOR.htm)) as a way to promote to the public those retailers who violate and those retailers who consistently comply with Indiana's tobacco laws.

In addition to the duties covered in the MOU, ATC has worked with ITPC to conduct regional training for ITPC community-based and minority-based partners. Some ITPC community partners have included local enforcement of tobacco laws in their coalition's plans and ATC is working closely with them to ensure the coalitions have proper training and resources to conduct these retailer compliance checks in their communities and to prosecute those noncompliant retailers through State and local systems.

## Evaluation and Surveillance

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### Purpose

A comprehensive tobacco control program must have a strong evaluation component in order to measure program achievement, improve program operations, manage program resources, ensure funds are utilized effectively, and to demonstrate accountability to policymakers and other stakeholders. Program evaluation is conducted in two ways: Surveillance and Evaluation research. Surveillance is the monitoring of tobacco-related behaviors, attitudes, and health outcomes in which data is collected on a routine basis. Evaluation research employ surveys or data collection systems specifically designed to measure specific program activities. These two methods complement each other to allow program administrators to assess progress toward program objectives.

## Indiana's Efforts

The ITPC commitment to evaluation is center to its programs. The ITPC Executive Board has maintained its commitment to evaluation in SFY 2003 with 10 percent of Indiana's comprehensive tobacco control program's budget used for program evaluation. This funding percentage for evaluation efforts is consistent with the Centers for Disease Control and Prevention's (CDC) Best Practices guidelines. ITPC continued to work with an independent Evaluation and Research Coordinating Center, American Institutes for Research (AIR). The AIR team includes: AIR, Research Triangle Institute, and The McCormick Group. AIR developed and implemented the evaluation plan for Indiana's comprehensive program. With the guidance of the 2005 objectives and the vision and mission statements outlined by the Executive Board, AIR developed a set of measures with various data sources to evaluate the impact programs are making in achieving the ITPC mission and objectives. In addition to continuous program monitoring, Indiana has secured the services of the State Board of Accounts' Field Auditors to conduct compliance checks of fiscal responsibilities of all tobacco control program grant dollars.

All information gathered through the ITPC Evaluation and Research Coordinating Center is being used to improve programs by making adjustments when they may be needed and enhancing components in areas that are already working.

## Early Findings

It has been an extremely busy and exciting year for evaluation and research of tobacco control in Indiana. Many data collections were executed for the first time in Indiana and new data continued to demonstrate that Indiana is making progress in the battle against tobacco. The following includes highlights from major components of the ITPC Program Evaluation efforts.

## Indiana Adult Tobacco Survey

The Indiana Adult Tobacco Survey (ATS) was administered beginning in October 30 through December 22, 2002, and was the first survey of its kind in Indiana. ITPC surveyed 1903 Hoosier adults asking about their tobacco use behaviors; attitudes toward tobacco and tobacco companies; desires to quit smoking; support of smoke free air policy; and many other topics. This survey allowed ITPC to gather and use in depth information to better develop programs.

Some of the results from the ATS include:

- Latinos are 67% less likely to smoke than Whites.
- Sixty percent (60%) of Hoosiers are aware of cessation resources to help them quit tobacco.
- While a majority of adults (91%) know that secondhand smoke causes respiratory problems in children, very few (34%) know that secondhand smoke contributes to Sudden Infant Death Syndrome (SIDS).

Additional data from the ATS is presented in Tobacco Use Burden on Indiana pages and at [www.itpc.in.gov/research.asp](http://www.itpc.in.gov/research.asp).

## Media Tracking Surveys

Media Tracking Surveys are routinely conducted to evaluate the effectiveness of the statewide media campaign. This survey has adult and youth components and serves to evaluate the progress of

the Voice youth movement, the "WhiteLies" campaign and the sponsorship activities of these campaigns.

Baseline data was collected prior to the launch of the statewide media campaign. In the Fall 2002, a follow up survey was conducted to see what changes had occurred in the first year of the campaign. Two surveys were developed, youth and adult, with approximately 1,000 people surveyed in each survey, including an oversample of African Americans and Latinos. These additional respondents allow ITPC to evaluate its ethnic marketing focus.

The survey measured overall campaign awareness, as well as knowledge, attitudes and beliefs on tobacco-related issues as the media campaign works to shift these beliefs to anti-tobacco. Advertisement awareness is the first major step in an effective campaign because people must be aware of advertisements to be influenced by them. Findings from other state (e.g., Florida) and national (e.g., Legacy's truth) campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking. Results from the Fall 2000 media campaign for youth indicate:

- Two out of three Hoosier youth confirmed awareness of at least one of ITPC's advertisements, with 33% less likely to be smokers compared to those with no confirmed awareness.
- Youth have a strong level of knowledge regarding tobacco dangers, but those youth who have seen an ITPC ad are 20% more likely to have this understanding of tobacco's ill effects.
- Youth respondents who demonstrate confirmed awareness of at least one ITPC TV advertisement were 13% more likely than those with not confirmed awareness to have anti tobacco social empowerment attitudes and 20% more likely to agree with negative social imagery of tobacco.
- Youth reporting confirmed awareness of at least one ITPC print/billboard ad is 36%. Hoosier youth who have confirmed awareness of a newsprint or billboard ad have increased knowledge that tobacco is harmful, negative attitudes regarding tobacco companies, and have an increased risk of perceived tobacco use compared to youth who report not seeing any ITPC print or billboards.

Compared to those with no TV advertisement awareness, youth who were aware of at least one TV advertisement were also:

- Sixty-three percent (63%) more likely to believe that second-hand smoke is a serious problem, and that public policy should address it.
- Fifteen percent (15%) more likely to agree with anti-tobacco industry attitudes and twenty percent more likely to understand the dangers of tobacco use.

Results from the Fall 2002 media campaign for adults include:

- Half of adults confirmed awareness of at least one ITPC ad, with younger adults (ages 18-24) having the highest level of awareness at 70%.
- Adults with confirmed awareness of at least one ad were 21% more likely to be a smoker than adults who did not confirm awareness. This finding suggests that smokers are paying attention to the advertisements, thus reaching a target audience.

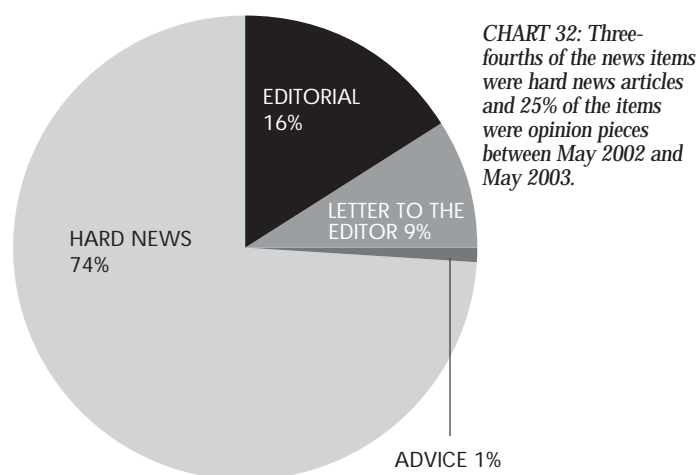


- Adults who demonstrated confirmed awareness of at least one ITPC TV ad were nearly 30% more likely have perceived tobacco risks than adults who did not confirm ad awareness.
- Adults who have seen the ITPC ads were less receptive to tobacco marketing and found smoking to be less socially acceptable.
- Adults reporting confirmed awareness of at least one ITPC print/billboard ad is 23%. Hoosier adults who have confirmed awareness of a newsprint or billboard ad have increased knowledge that tobacco is harmful, empowered to speak out against tobacco use, and to feel that tobacco use is not socially acceptable compared to adults who report not seeing any ITPC print or billboards.

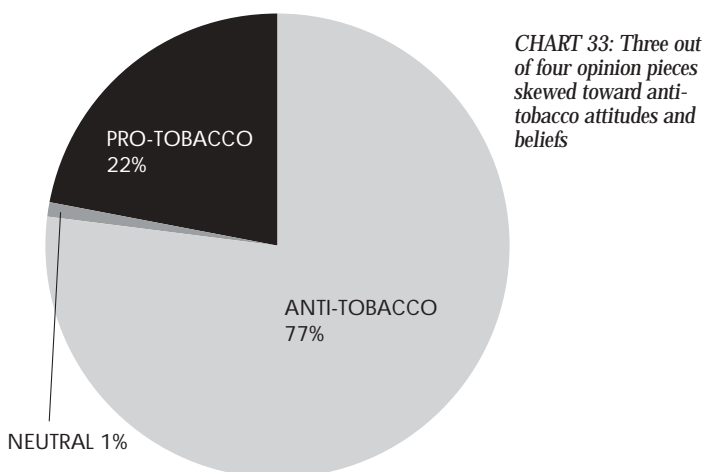
Compared to those with no TV advertisement awareness, adults aware of at least one TV advertisement were also:

- Sixty-seven percent (67%) more likely to understand the dangers of tobacco use.

**Chart 32: Type of news item**



**Chart 33: Slant of Opinion Items**



- Twenty-eight percent (28%) more likely to hold anti-tobacco industry beliefs.
- Eight percent (80%) more likely to believe that tobacco use is not socially acceptable.

Another media tracking survey was conducted in June 2003. Initial findings from these data show increased confirmed awareness by youth and adults for ITPC advertisements and increased anti-tobacco knowledge and beliefs especially by those seeing the ads. Some of the results from the June 2003 media tracking survey include:

- Three out of four (75%) Hoosier youth and adults confirmed awareness of at least one of ITPC's advertisements. Youth and adults with confirmed awareness of any ITPC ad were more likely to have a strong level of knowledge regarding tobacco dangers compared to those not seeing the ads.
- Youth respondents who demonstrate confirmed awareness of at least one ITPC TV advertisement were 55% more likely than those with no confirmed awareness to have negative attitudes regarding the tobacco industry.
- Adults who demonstrated confirmed awareness of at least one ITPC TV ad were nearly 45% more likely to tell others not to smoke and to engage in community activities against tobacco.
- Youth reporting confirmed awareness of at least one ITPC print/billboard ad remained strong at 36%. Adults reporting confirmed awareness of at least one ITPC print/billboard ad is 28%.

### Indiana Youth Tobacco Survey

ITPC conducted the Indiana Youth Tobacco Survey (YTS) between November 2002 to February 2003. YTS surveys students throughout the State from grades 6-12. The samples are divided between middle school (grades 6-8) and high school (9-12). In 2002, we had 84 middle and high schools participate statewide. Initial results include:

- A 26% decline in current smoking by Indiana high school students.
- Current smoking by Indiana middle school students declined slightly.

Additional early findings from YTS can be found in Tobacco Use Burden on Indiana pages. Comprehensive reports on the 2002 Indiana YTS are currently being developed.

### Community Program Tracking and Impact Evaluation

As mentioned in the Community Programs section on pages 27-36, ITPC monitors the programs that occur at the local level. The activities occurring in the local communities are tracked to ensure the programs are executed properly and to assess the level of activity at the local level. Local coalitions enter their program reports through the ITPC website with a unique userID. Coalitions select from a set of activity types and answer a series of questions based on the activity type they select.

In addition to some results shared in the Community Programs section, we know that local coalitions are:

- Raising awareness of tobacco control issues.

- Empowering local youth to have a voice in the fight against tobacco.
- Training community members to influence policy change.

While the web-based program reports track weekly activities of the coalitions, ITPC conducted a coalition and community assessment for local community-based and minority-based partnerships to learn what progress they have made in a year and to determine where they should focus their work next year. This assessment was also completed online, available to coalitions from May 10 through June 20, 2003. Some of the findings of this assessment showed:

- Coalition staff and members had experience and received training in youth, media and policy advocacy, coalition development, grassroots mobilization and other skill sets.
- One-third of the coalitions have at least one full time staff position and the remaining two-thirds have at least one part time position.
- Coalitions felt that the strongest community supporters for tobacco control were youth and school officials.

### Analysis of News Media

ITPC's mission is to change the cultural norms in Indiana around the issue of tobacco. One the most effective ways to do that is through earned media coverage. The ITPC Evaluation and Research Coordinating Center is tracking information on news media coverage that is generated throughout the State.

During the first year of tracking (May 2002 to May 2003<sup>67</sup>), Indiana generated 2,573 clips:

- Twenty-six percent (26%) having a national origin.
- Thirty-two percent (32%) of the stories originating at the state level.
- Forty-one percent (41%) beginning at the local level.

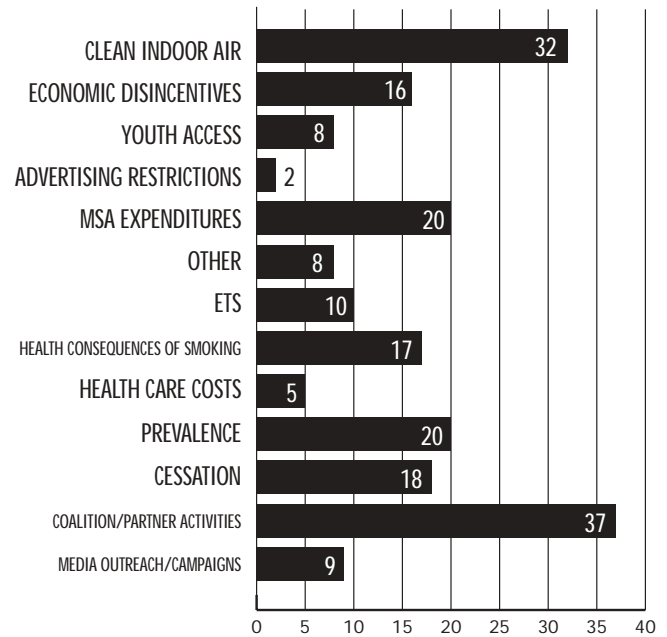
This substantial number of stories occurring at the local level demonstrates how the local coalitions are working with the news outlets in their communities to keep local tobacco control in the news.

As illustrated in Chart 32: Type of News Item, a majority of the news stories were hard news. Of the remaining types of news items that are opinion pieces such as editorials and letter to the editor, 77% were anti-tobacco in message. The more frequent

**Table 10: Top Five Counties by News Media Clips, May 2002 - May 2003**

TOP FIVE COUNTIES		
Rank	County	News Clips
1	Marion	166
2	Delaware	165
3	Monroe	128
4	Allen	94
5	Elkhart	88

**Chart 34: Percent of Articles by Tobacco Control Topic**



Percent of articles that were primary or secondary topics of specific tobacco control topics. The most frequent topics include coalition activities and clean indoor air.

**Table 11: News Clips by County, May 2002 to May 2003**

COUNTY	NEWSPAPER CLIPS	COUNTY	NEWSPAPER CLIPS	COUNTY	NEWSPAPER CLIPS
Adams	53	Hendricks	9	Pike	5
Allen	94	Henry	20	Porter	31
Bartholomew	24	Howard	31	Posey	27
Benton	0	Huntington	48	Pulaski	0
Blackford	9	Jackson	8	Putnam	22
Boone	21	Jasper	16	Randolph	20
Brown	2	Jay	18	Ripley	6
Carroll	4	Jefferson	22	Rush	32
Cass	31	Jennings	3	St. Joseph	14
Clark	20	Johnson	40	Scott	3
Clay	13	Knox	60	Shelby	39
Clinton	19	Kosciusko	10	Spencer	4
Crawford	0	LaGrange	4	Starke	3
Daviess	6	Lake	29	Steuben	42
Dearborn	5	LaPorte	60	Sullivan	4
Decatur	15	Lawrence	56	Switzerland	12
DeKalb	48	Madison	52	Tippecanoe	15
Delaware	165	Marion	166	Tipton	8
Dubois	31	Marshall	12	Union	2
Elkhart	88	Martin	16	Vanderburgh	48
Fayette	14	Miami	8	Vermillion	38
Floyd	28	Monroe	128	Vigo	23
Fountain	2	Montgomery	31	Wabash	8
Franklin	2	Morgan	44	Warren	8
Fulton	16	Newton	22	Warrick	10
Gibson	29	Noble	39	Washington	37
Grant	48	Ohio	4	Wayne	28
Greene	21	Orange	5	Wells	28
Hamilton	9	Owen	13	White	4
Hancock	42	Parke	8	Whitley	20
Harrison	12	Perry	7		

topics of news coverage were coalition partner activities, clean indoor air, prevalence, and Master Settlement Agreement (MSA) expenditures, as illustrated in Chart 34: Percent of Articles by Tobacco Control Topic.

Also tracked is the number of articles by county, as illustrated in Table 11: Number of News Articles by County, May 2002 to May 2003. These data show the number of articles covered in newspapers based in a certain county; therefore a county's coalition may have been covered by a neighboring county's newspaper (the newspaper may serve more than one county). The number of clips per county ranges from 1 to 166, with the median number of clips per county is 18. Top 5 Counties with the highest number of clips logged nearly 100 or more new articles during these 13 months.

### Dissemination of Results

With the magnitude of information and data generated, ITPC is producing many reports to share these findings with others. These data are presented in a variety of media adapted for diverse audiences. ITPC, with its evaluation and research coordinating center present data to the ITPC Executive Board and Evaluation Committee, among other audiences, and produced the following reports in SFY 2003:

- Plan for a Comprehensive Evaluation of Indiana Tobacco Control Programs
- Seeing is believing- How exposure to ITPC's media campaign affects tobacco knowledge, attitudes, and beliefs among Hoosier adults
- Seeing is believing- How exposure to ITPC's media campaign affects tobacco knowledge, attitudes, and beliefs among Hoosier adults
- A Highlights and Comprehensive Reports on the Indiana Adult Tobacco Survey

In addition, several fact sheets have been developed and are available on the ITPC website at [www.itpc.in.gov/research.asp](http://www.itpc.in.gov/research.asp).

ITPC and its partners frequently give presentations on its programs and the fundamentals of tobacco control throughout the State. In addition, research and evaluation abstracts from ITPC and its partners were selected for the 2002 National Conference on Tobacco or Health. Presentations given include:

- Freeing Minority Communities from the Tobacco Industry's Hold
- A Community-based Approach to Tobacco Control Programs
- Indiana Youth Take Action Against Brown & Williamson

In addition, staff have given the following presentations:

- Presentations on the ITPC Comprehensive Program at the 8th Tobacco Use Prevention Training Institute, CDC's Office on Smoking and Health, July 8-12, Kansas City, Missouri:
  - Survival Skills: Thriving in the Post Settlement Environment
  - Strategic Use of Media
  - Program Management: The Essentials

- Successful Practices for Designing Comprehensive State and Local Tobacco Control Programs

- Vision 2010: Exploring Best Practices in Tobacco Use Prevention and Control, Using the Media to Reduce Tobacco Use- April 9, 2003, Durham, North Carolina
- Midwest Latino Health Research, Training and Policy Center 10th Anniversary Update on the Master Tobacco Settlement- June 5, 2003, Chicago, Illinois
- The National Cancer Institute, State and Community Tobacco Control Interventions Research Meeting and Tobacco Synthesis Meeting State Tobacco Control Program Managers Panel- June 17, 2003, Washington, DC
- The National Cancer Institute Tobacco Control Research: Investing in Science of the Public's Health A View from the States- June 19, 2003, Washington, DC.

### Enhancing of Existing Surveillance

ITPC has developed partnerships with other State agencies, such as the Indiana State Department of Health, to utilize and enhance tobacco-related health data currently collected on Hoosier adults through the Behavior Risk Factor Surveillance System (BRFSS). To assess youth tobacco behaviors, ITPC will utilize the Youth Tobacco Survey (YTS), which was first conducted in Indiana in 2000 and again in 2002. ITPC will be using these data to establish tobacco use prevalence, as well as other indicators for Indiana's youth.

Indicators the ITPC's evaluation plan is measuring demonstrate that Indiana is on track to reducing tobacco use among all Hoosiers. We are working to change social norms around tobacco and make tobacco use unacceptable in Indiana. These long held attitudes must be changed before we see our tobacco use behaviors change. We are seeing these attitudes shift, coalitions are working in their communities and all Hoosiers are learning more about the burden tobacco places on us all.

### Fiscal Accountability

In May 2002, the ITPC Executive Board entered into a Memorandum of Understanding (MOU) with the State Board of Accounts (SBOA) to perform reviews of Tobacco Trust Fund grants which are awarded from ITPC to local entities. ITPC desires to ensure that local entities properly accounted for and spent the grant funds in accordance with grant requirements. ITPC determined that it was necessary to secure the services of a professional staff with the requisite expertise to undertake the reviews at the local level. During the first year of this agreement the SBOA has reviewed 78% of the grant agreements in place with the balance to be reviewed before the end of calendar year 2003. The second round of reviews, of the documents for the 2nd year of the contract are scheduled to begin by the end of 2003 as well.

As a result of these reviews, the SBOA issues an agreed-upon procedures report to ITPC which provides ITPC the opportunity to target technical assistance efforts to the partners that demonstrate the greatest need, as well as, adhering to the overriding goals of ensuring funds are utilized effectively. The SBOA field auditors also provide training to partners and are available to answer entity specific questions regarding fiscal issues.

As a component of evaluation in the comprehensive tobacco control program, the ITPC Executive Board has chosen an innovative approach to monitoring its programs through a collaborative effort between two separate, yet distinct state agencies. This collaborative effort enhances and reinforces ITPC's sincere desire to demonstrate accountability to policymakers and other stakeholders.

## Administration and Management

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### Purpose

An effective tobacco control program requires a strong management structure. Experience in other states has shown the importance of having all of the program components coordinated and working together. Because a comprehensive program involves multiple state agencies (e.g., health, education, and law enforcement) and levels of local government, as well as numerous health-related voluntaries, coalitions, and community groups, program management and coordination is a challenging task. Furthermore, coordinating and integrating major statewide programs, such as counter-marketing campaigns with local program efforts, require adequate staffing and communication systems. Finally, state agencies need sufficient contract administration staff to provide fiscal and program monitoring. Funding a large number of statewide and local partners requires a well-designed request for proposals and grant application processes, a well-managed review system and local project management. Administration and management activities include the following:

- Recruiting and developing qualified and diverse technical, program, and administrative staff.
- Awarding and monitoring program contracts and grants, coordinating implementation across program areas, and assessing program performance.
- Creating an effective internal and external communication system.
- Developing a sound fiscal management system.
- Providing support through training and technical assistance.

### Indiana's Efforts

ITPC is administering nearly 150 grants and contracts with an annual overall budget of \$32.5 million in SFY 2003. The CDC's Best Practices for Comprehensive Tobacco Control Programs recommends that Indiana spend 5% of our total budget on administrative expenses. ITPC has administered its programs for less than 5% of our total budget.

ITPC currently has 12 employees and 7 vacant positions. (See organizational chart on page 18).

In order to manage the large number of grants ITPC established a Memorandum of Understanding with the State Board of Accounts (SBOA) to assist with the fiscal monitoring of each grant. The SBOA conducts an onsite review of each grantee with reports to be filed with ITPC. The SBOA began conducting monitoring engagements for ITPC in November 2002 and through June 2003, 118 reviews were completed.

Through IC 4-12-4, ITPC was charged with coordinating tobacco prevention and control efforts throughout the State. ITPC works with many state agencies and organizations to efficiently provide services and to pool resources to combat this huge problem in Indiana.

## Impact of New Budget Reductions

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For Fiscal Years 2004 and 2005, the ITPC Executive Board approved a 26% budget cut for administrative and management expenses. With the new budget, staff will take on significant additional work that will need to be handled centrally, therefore the following actions are being taken to achieve the budget cut in this category:

- ITPC will not fill all of the current 7 vacant positions that exist from the original staffing structure. The staffing structure will be reorganized accordingly.
- Management will revise staff roles to aggressively pursue other grant funding options from national and state organizations.
- Staff will assume additional responsibilities relative to providing training and advocacy efforts statewide.
- Staff will take on more centralized functions to advance the ITPC policy agenda in the state as compared to the current decentralized model.
- As staff roles are revised, a reduction in travel expenditures will be realized.
- Staff will aggressively advocate for an increase in the cigarette taxes as a strategy to ensure funding for comprehensive tobacco control.

While programs must be cut, ITPC is committed to its community programs as the center of the Hoosier Model. In addition, great progress has been made and ITPC wants to continue. The following changes will be made during SFY 2004-2005:

- The community based partnerships and minority-based partnerships are up for renewal in the fall 2003, therefore, timing will allow for the grant period will be revised from 24 months to 18 months. New proposals will include an 18-month action plan. The scope of the grant will be narrowed in focus on limited interventions rather than a comprehensive plan. Overall funds for local community grants will be reduced by 30%.
- Local community grants will not be guaranteed for each county and each county will not be guaranteed an allotment of funding. The grant would become competitive in nature, tightening the review process. However, no more than one grant will be accepted for review per county.
- The minority based partnership grants will be changed to include grants to both local and state minority organizations. No cuts will be made in the amount of funding for minority grants.
- The statewide, regional and pilot grant funding in SFY 2003-2004 will be reduced to 50 percent of their annual budgets. Current grantees will be allowed to modify the scope of their work. Available funds for future statewide grants will be reduced from \$6 million to \$1 million.



- Training costs will be reduced by using more staff as trainers and free facilities for training and continued development of e-training materials.
- There will be no funding for emerging programs or sponsorships.
- The development of a statewide telephone line to help smokers quit was stopped.

While progress has been made in changing attitudes of smokers and nonsmokers, youth and adults, tobacco use in Indiana is still highly acceptable due to current social norms related to tobacco use. A statewide media campaign must continue so that visibility of tobacco issues stay in front of Hoosiers. The following modifications will be made for SFY 2004-2005:

- The budgeted amount for the statewide media campaign will be reduced by 50 percent.
- ITPC will work with the American Legacy Foundation on their paid media co-op program, providing leverage for increasing the purchasing power of media buys.

The Alcohol and Tobacco Commission (ATC) will be instituting a tobacco retailer certificate program through PL 250, requiring a certificate fee of \$50. This revenue will go to ATC. It is uncertain how much revenue will be generated from the certificates, therefore, it is recommended that funding be continue but at a reduced level. ATC and ITPC have made great strides in reducing the sales of tobacco to youth and we hope to continue this.

- The budgeted amount to ATC for enforcement will be reduced 63 percent in SFY 2004 and by 75 percent in SFY 2005.

Tobacco control experts recommend maintaining a strong commitment to evaluation. Evaluation data are extremely important in verifying program results. Some cost cutting measures can be put into place while still maintaining integrity to evaluation results. The following changes will be made:

- The evaluation budget will be reduced 60 percent
- The State Board of Accounts Monitoring Engagements Agreement will be reduced relative the number of grantees.

Budget Item	Fiscal Year 2003	% of FY03 Budget	Expenses from FY03 to be paid in FY04	Fiscal Year 2004	% of FY04 Budget	% Reduction From FY03 to FY04	Fiscal Year 2005	% of FY05 Budget	% Reduction From FY03 to FY05
* STATEWIDE MEDIA CAMPAIGN	\$7,000,000	22%	\$1,853,114	\$3,500,000	22%	50%	\$3,500,000	33%	50%
* ENFORCEMENT OF YOUTH ACCESS	\$2,000,000	6%		\$750,000	5%	63%	\$500,000	5%	75%
* COMMUNITY BASED PROGRAMS	\$18,625,000	57%		\$9,039,724	57%	51%	\$4,071,523	39%	78%
1. Local Community Based Partnerships	[\$7,552,000]		\$4,083,014	\$5,286,400			\$2,643,200		
2. Minority Based Partnerships	[\$2,500,000]		\$1,744,637	\$2,500,000			\$1,250,000		
3. State, Regional and Pilot Partnerships	[\$7,500,000]			\$1,253,324			\$178,323		
* Grants	[\$6,250,000]		\$3,090,616	\$1,075,000			\$0		
* Training	[\$ 288,000]		\$ 194,000	\$178,324			\$178,323		
* Technical Assistance	[\$ 200,000]			\$0			\$0		
* Statewide Quit Line	[\$ 286,000]			\$0			\$0		
* Clearinghouse for Materials	[\$ 282,000]			\$0			\$0		
* Sponsorships	[\$ 125,000]			\$0			\$0		
* Exhibits, Speaker Support	[\$ 69,000]			\$0			\$0		
4. Emerging Programs	[\$1,073,000]		\$ 85,000	\$0			\$0		
* EVALUATION	\$3,250,000	10%	\$ 660,059	\$1,300,000	8%	60%	\$1,300,000	12%	60%
* ADMINISTRATION/MANAGEMENT	\$1,625,000	5%		\$1,200,000	8%	26%	\$1,200,000	11%	26%
TOTALS <sup>1</sup>	\$32,500,000	100%	\$11,710,440 <sup>2</sup>	\$15,789,724	100%	67%	\$10,571,523	100%	67%

<sup>1</sup> Budget for FY 2002 & 2003 Approved at the September 20, 2001 Executive Board Meeting.

<sup>2</sup> Budget for FY 2004 & 2005 Approved at the June 12, 2003 Executive Board Meeting.

Fiscal year 2004 includes rollover dollars of \$4.9 million. IC 4-12-4-10 states that dollars, including interest, in the Tobacco Use Prevention and Cessation Trust Fund do not revert to the General Fund or any other fund at the end of the fiscal year and remain available for use by the ITPC Executive Board.



**Indiana Tobacco Prevention and Cessation**  
**Statement of Receipts, Disbursements and Cash and Investments Balances**  
For the Period Ended June 30, 2003

Cash and Investments, July 1, 2002		<u>\$23,286,290.96</u>
Receipts:		
Interest on Investments	17,301.34	
Transfer from Master Settlement Fund	15,000,000.00	
Total Receipts		15,017,301.34
Disbursements:		
Advertising Expenditures		6,537,203.20
Enforcement of Youth Access - Alcohol Tobacco Beverage Commission		1,154,066.05
Community Grants		7,354,979.75
Minority Grants		2,143,899.00
State, Regional and Pilot Partnerships Grants	2,992,932.50	
Training Expenditures - TAP&TEG, CDC, Info-X-Change, Misc.	201,725.99	
Technical Assistance - Conference Calls	8,412.45	
Sponsorships - Many Voices-One Vision, Girl Power Conf., IMLEA	41,366.85	
Clearinghouse Materials	<u>636,227.32</u>	
Subtotal Statewide, Regional and Pilot Partnership Grants		3,880,665.11
Emerging Programs - State Fair, IN Sports Corp, IMAX, IBE Summer Celebration		668,334.00
Program Evaluation - American Institute for Research, YTS, & St Brd of Accts		1,319,733.62
Administration and Management		1,057,275.51
Total Disbursements		24,116,156.24
Excess of Receipts over (under) Disbursements		<u>(9,098,854.90)</u>
Fund Balance July 1, 2002		23,286,290.96
Cash and Investments, June 30, 2003		<u>\$14,187,436.06</u>

June 30, 2003

### **Note 1. Summary of Significant Accounting Policies**

#### **A. Introduction**

The Indiana Tobacco Prevention and Cessation Agency is part of the executive branch of government. As an agent of the Indiana Tobacco Use Prevention and Cessation Executive Board, the Agency is responsible for expending funds and making grants to significantly improve the health of the citizens of the State of Indiana by overseeing the development of tobacco use prevention and cessation programs throughout the State.

#### **B. Reporting Entity**

The Indiana Tobacco Prevention and Cessation Agency was created by IC 4-12-4, to establish policies, procedures, standards, and criteria necessary to carry out the duties of the staff of the executive board. Funds needed to operate the Agency are obtained through appropriation by the General Assembly from the Master Settlement Agreement IC 24-3-3-6. The Agency received its initial funding during fiscal year 2000-2001, with a \$35 million dollar appropriation. Additional appropriations made to the Agency include \$5 million in 2001-2002, and \$25 million in 2002-2003, of which only \$15 million was actually received.

### **Note 2. Deposits and Investments**

Deposits, made in accordance with IC 5-13, with financial institutions in the State of Indiana at year-end were entirely insured by the Federal Depository Insurance Corporation or by the Indiana Public Deposit Insurance Fund. This includes any deposit accounts issued or offered by a qualifying financial institution. The Treasurer of State shall invest money in the fund not currently needed to meet the obligations of the fund.

### **Note 3. Net Appropriation**

Appropriations presented are net of reversions to the Indiana Tobacco Use Prevention and Cessation Trust Fund at year-end.

# Adams County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northeast 21.3%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 13.1%

## Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
	Adams Central		
	South Adams		
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$53,000

## Community-based Tobacco Control Coalition

Adams Central Community Schools	
Adams County Health Department	
Adams County's Prohibition Department	
Boys and Girls Club of Adams County	
FFA of Adams County	
4-H of Adams County	
Governor's Commission for a Drug-Free Indiana	
South Adams Community Schools	

Coalition Coordinator: Boys & Girls Club of Decatur, Inc.

Mandy Andrews

146 South 2<sup>nd</sup> Street

Decatur, IN, 46733

260.724.6999 (Phone)

260.724.6030 (Fax)

mandylyn3@hotmail.com

## Allen County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northeast 21.3%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 16.4%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government buildings		
<b>City Buildings</b>			
<b>Schools</b>			
	East Allen County Schools		
	Fort Wayne Community		
	Southwest Allen County		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
	Indiana Purdue at Fort Wayne		

Annual County Funding 2002-2003: \$332,400

### Community-based Tobacco Control Coalition

After School Rocks Program	Indiana Purdue University
Allen County Health Dept.	Ink. Newspaper
American Cancer Society	Lutheran Hospital
American Heart Association	Managed Health Care
American Lung Association	Mathew 25 Clinic
Ask Clinic Inc.	Mayor's Youth Council
Benito Juarez Cultural Center, Inc.	Minority Health Coalition of Allen County, Inc.
Black Medical and Dental Assoc. Inc.	Nation of Miami Indian Tribe
Chamber of Commerce	Neighborhood Health Clinic
Dental Alliance Inc.	Outspoken Inc for LGBT Community.
East Allen County Schools	Parkview Hospital
El Mexicano Newspaper	PBS TV39
Family Practice Center	Pine Hills Country Day School
Fort Wayne Community Schools	Southwest Allen County Schools
Frost Newspaper Inc.	St. Joe Hospital
GlaxoSmithKline Inc.	Stop the Madness Inc.
Greater Progressive Baptist Church	SWAT Parent Volunteer
Harmony Health Plans	Women's Cancer Center
VOICE	

Coalition Coordinator: Smokefree Allen County  
Marie Washington  
2000 North Wells Street, Building #1  
Fort Wayne, IN, 46808  
260.424.7883 (Phone)  
260.424.2942 (Fax)  
marief@fwl.com

United Hispanic-Americans, Inc/Benito Juarez Cultural Center

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$80,300

Hispanic Advisory Tobacco-Free Committee  
Rosa A. Gerra, Executive Director  
Sonia Salamanca –Youth Tobacco Specialist  
Juan Carlos Gutierrez –Adult Tobacco Specialist  
Herb Hernandez –Hispanic County Councilman  
Fernando Zapari –Editor of El Mexicano newspaper  
Pedro Witte, President of Hispanos Unidos –IPFW  
Gisela Soto –Middle School Student (SWAT)  
Cynthia Soto –Middle School Student (SWAT)  
Laura Morales –Middle School Student (SWAT)

Coalition Coordinator: Rosa Gerra  
1210 Broadway Street  
Fort Wayne, IN, 46802  
260.422.2651 (Phone)  
260.420.2272 (Fax)  
Rosa.gerra@verizon.net



## Bartholomew County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 20.5%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Buildings	Management	1996
<b>City Buildings</b>			
	City Buildings	Management	1996
<b>Schools</b>			
	All Schools	Management	1996
<b>Parks/Recreational Facilities</b>			
	In Door	Management	
<b>Other</b>			

Annual County Funding 2002-2003: \$76,100

### Community-based Tobacco Control Coalition

American Cancer Society	Healthy Communities	
American Lung Association	Indiana State Excise Police	
Bartholomew Consolidated Schools	Insight Communication	
Bartholomew County Court System	SIHO	
Bartholomew County Public Health	Wellness Program	
Bartholomew County Sheriff's Dept.		
Columbus City Police Dept.		
Columbus Regional Hospital Foundation		
Foundation for Youth		

Coalition Coordinator: Columbus Regional Hospital Foundation  
 Peggy Voeltz  
 2400 E. 17<sup>th</sup> Street  
 Columbus, IN, 47201  
 812.357.3194 (Phone)  
 812.379.5916 (Fax)  
 pvoeltz@crh.org

~~Proyecto Salud~~ Action Team

### Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$16,700

Alejandra Carretro Amanda Noyola Amparo Cardell Bartholomew Co. Consolidated School Corp. –Health Services Bartholomew Co. Consolidated School Corp. –Student Assistance Bartholomew County Perinatal Network Bud Kencaid Columbus Regional Hospital El Correo, Spanish Newspaper Elizabeth Partridge Elizabeth Siegmman, LPC Elsa Miller Frank and Carolyn Souza Healthy Communities	Healthy Communities Tobacco Awareness Action Team Juan Garcia, Ph. D. Laura Hurt, RN Maria Fritz Marta Boriss Mary Ellen Nelson Mayor's Diversity Task Force NAACP PUENTES, Spanish bilingual group Su Casa, Columbus Hispanic Center Victor Burgos
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Coalition Coordinator: Columbus Regional Hospital Foundation

Juan Garcia  
2400 East 17<sup>th</sup> Street  
Columbus, IN, 47201  
812.376.5426 (Phone)  
812.376.5815 (Fax)  
jgarcia4@cs.com

## Benton County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 20.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All County Buildings	Employer/Co. Commissioners	7/1995
<b>City Buildings</b>			
<b>Schools</b>			
	Benton Community Schools	School Board	
<b>Parks/Recreational</b>			

Annual County Funding 2002-2003: \$26,300

### Community-based Tobacco Control Coalition

Chris Sheetz, Teen Youth Center
Geoff Downie, Drug Free Commission
Janet Hancock, NP
Janie Petersen, RN, MS
Winford Harris, Tobacco Prevention Control

Coalition Coordinator: Benton Community Foundation  
Kathy Chambery  
P.O. Box 351  
Fowler, IN, 47944  
765.884.8022 (Phone)  
765.884.8023 (Fax)  
director@bentoncf.org

### Blackford County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central east: 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 29.6%

#### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse	Police	
	Health Department	Self	
	Jail	Sheriff	
<b>City Buildings</b>			
	Annex		
<b>Schools</b>			
	All Blackford Co. Schools	Self and law	8/ 2003*
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
	DFC		
	License Branch		
	Department of Forestry		

Annual County Funding 2002-2003: \$26,300

#### Community-based Tobacco Control Coalition

Blackford County Commissioners	
Blackford County Health Department	
Blackford County Hospital	
Blackford County Schools	
Blackford County Sheriff's Department	
Division of Family Service	
Hartford City Police	
Montpelier Police Department	
Pacesetter Bank	
Step Ahead	
Workone	

Coalition Coordinator: Blackford County Auditor's Office

Debra McGriff-Tharp  
304 S. Walnut  
Ridgeville, IN 47380  
765.857.2749 (h)  
765.584.0766 (fax)  
tobaccofreerandolph@hotmail.com



### Blackford County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central east: 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 29.6%

#### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse	Police	
	Health Department	Self	
	Jail	Sheriff	
<b>City Buildings</b>			
	Annex		
<b>Schools</b>			
	All Blackford Co. Schools	Self and law	8/ 2003*
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
	DFC		
	License Branch		
	Department of Forestry		

Annual County Funding 2002-2003: \$26,300

#### Community-based Tobacco Control Coalition

Blackford County Commissioners
Blackford County Health Department
Blackford County Hospital
Blackford County Schools
Blackford County Sheriff's Department
Division of Family Service
Hartford City Police
Montpelier Police Department
Pacesetter Bank
Step Ahead
Workone

Coalition Coordinator: Blackford County Auditor's Office

Debra McGriff-Tharp

304 S. Walnut

Ridgeville, IN 47380

765.857.2749 (h)

765.584.0766 (fax)

tobaccofreerandolph@hotmail.com

## Boone County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central Ind.: 26.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 13.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Throughout County Facilities		9/1998
<b>City Buildings</b>			
	Municipal buildings and property	Management and Employees	
<b>Schools</b>			
	Zionsville Community Schools	Superintendent, Principals, other school corp. personnel and administrators	5/1996
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$60,600

### Community-based Tobacco Control Coalition

American Cancer Society	Lebanon Golden K
Boone Circuit Court	Lebanon Kiwanis
Boone County Cancer Society	Lebanon Sports and Fitness
Boone County Health Department	Lebanon Sun Times
	Purdue Extension Club of Boone County
Boone County Sheriff's Department	Western Boone Community Schools
Boone County Youth	Witham Cardiac Support Group
Cowan's Pharmacy	Witham Health Services
Indiana Criminal Justice Institute	Youth Action Community Council
Indiana State Excise Police	Zionsville Boys and Girls Club
James Haines, OD	Zionsville Community Schools
Jim and Shirley Maines	
Lebanon Boys and Girls Club	
Lebanon Community Schools	

Coalition Coordinator: Boone County Health Department

Julie Gilliam  
116 West Washington Street  
Lebanon, IN, 46052  
765.482.3942 (Phone)  
765.483.4450 (Fax)  
jgilliam@co.boone.in.us

## Brown County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 20.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government Buildings	Management and Employees	2/1993
<b>City Buildings</b>			
	Town Hall	Management and employees	9/1987
<b>Schools</b>			
	Brown County Schools	Management and Employees	10/2001
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$26,300

### Community-based Tobacco Control Coalition

Brown County High School Newspaper
Brown County Schools
Brown County Health Department
Brown County Office of Family and Children
Brown County High School – Students
Local Coordinating Council
New Life Community Church -Youth Minister

Coalition Coordinator: Brown County Local Coordinating Council

Linda Hobbs  
P.O. Box 1311  
Nashville, IN, 47448  
812.988.7997 (Phone)  
812.988.5601 (Fax)  
lhobbs@netinc.com

## Carroll County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 16.2%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
Establish smoking and nonsmoking	Courthouse		5/1993
<b>City Buildings</b>			
	Delphi Sheriff's Department		
	Delphi City Police		
<b>Schools</b>			
	Delphi		
	Carroll Consolidated		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
6 additional smoke-free restaurants	Delphi & Roma		

Annual County Funding 2002-2003: \$44,800

### Community-based Tobacco Control Coalition

Carroll County Sheriff's Department
Carroll County Health Department
Family Health Clinic of Carroll County

Coalition Coordinator: Carroll County Health Department  
 Becky Lohmiller  
 101 West Main Street - Courthouse  
 Delphi, IN, 46923  
 765.564.3420 (Phone)  
 765.564.6161 (Fax)  
[nurses@carlnet.org](mailto:nurses@carlnet.org)



## Cass County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North central: 23.8%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 26.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government Buildings	Supervisor / Employer	2/1999
<b>City Buildings</b>			
<b>Schools</b>			
	Southeastern School Corp.		
	Logansport School Corp.		
	Pioneer School Corp.		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
TIM Morris	Factory		11/2003
Modine	Factory		11/2003

Annual County Funding 2002-2003: \$58,044.50

### Community-based Tobacco Control Coalition

Cass County Health Department
Four County Counseling Center
Logansport Memorial Hospital

Coalition Coordinator: Four County Counseling Center  
 Melanie Shepherd  
 1015 Michigan Avenue  
 Logansport, IN, 46947  
 574.722.5151 ext. 354 (Phone)  
 574.722.9523 (Fax)  
[mshepherd@fourcounty.org](mailto:mshepherd@fourcounty.org)

Diversity Dynamics, Minority Tobacco-Free Partnership of Cass County  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$ 11,500

Dave Miller / Landmark Adult Learning Center  
Joyce Gebhardt / United Way of Cass Co., Diversity Dynamics  
Deborah Thompson / Native American  
Deacon Juan Rodriques / All Saints Parish  
Guadalupe Nevarez / Minority Coordinator  
Melanie Shepherd / Community Coordinator  
Janie Reyes / Logansport Community School Corporation  
Kathy Pattee / Logansport Memorial Hospital  
Richard Farrer / Deputy Mayor  
Sandy Dillman / Cass County Health Department  
Bonnie Riggle / Cass County Community Health Center

Coalition Coordinator: Guadalupe Nevarez  
321 9<sup>th</sup> Street  
Logansport, IN 46947  
574.722.7407 (Phone)  
574.735.0429 (Fax)  
gnewstar@verizon.net

## Clark County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 21.5%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	City Buildings and Property	Supervisor/Employer	
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$123,800

### Community-based Tobacco Control Coalition

American Cancer Society	Drug Free Indiana
Boys and Girls Club of Jeffersonville	Grassroots Prevention Coalition of Clark County
Bridgepointe Goodwill & Easter Seals	Greater Clark County School
Clark County Health Department	InfoLink of Southern Indiana
Clark County Youth Coalition	Jeffersonville NAACP
Clark County Youth Shelter & Family Services	Jeffersonville Youth Commission
Clark Memorial Hospital	Sacred Heart Parish School
Clark-Floyd Minority Tobacco Prevention Coalition	Sellersburg Police Department
Clarksville Community School Corporation	Southern Indiana Minority Health Initiative
Communities in Schools of Clark County	Twenty-First Century Scholars
Community Action of Southern Indiana	West Clark Community Schools
Department of Workforce Development	YMCA of Southern Indiana

Coalition Coordinator: Clark Memorial Hospital

Susan Cohen  
 1220 Missouri Avenue  
 Jeffersonville, IN, 47130  
 812.283.2649 (Phone)  
 812.283.2479 (Fax)  
[Susan.cohen@clarkmemorial.org](mailto:Susan.cohen@clarkmemorial.org)

Community Action of Southern Indiana  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$54,700

Bethel AME	Jeffersonville Housing Authority
Boys and Girls Club	Jeffersonville NAACP
Community Action of Southern Indiana	Indiana Department of Commerce
Clark County Youth Coalition	New Albany Housing Authority
Clark Memorial Hospital	New Albany NAACP
Department of Workforce Development	Our Place Drug and Alcohol Ed. Services
Floyd County Teen Court	Rauch, Inc. Healthy Families
Floyd County Youth Services Coalition	Second Baptist Church
Floyd Memorial Hospital	Southern IN Minority Enterprise Initiative
Grassroots Prevention Coalition	Southern IN Minority Health Initiative
Haven House	Tri-County Health Coalition
Hispanic Ministries	Twenty First Century Scholars
Howard Chapel Baptist Church	Wesley United Methodist Church
Indiana University Southeast	

Coalition Coordinator: Channelle Ragland  
1613 East 8<sup>th</sup> Street  
Jeffersonville, IN, 47130  
812.288.6451 ext. 133 (Phone)  
812.284.8314 (Fax)  
philie11@hotmail.com

## Clinton County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central Ind: 26.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 23.0%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	Mayor's Office: other community offices	Staff	3/ 2003
<b>Schools</b>			
	Clinton Central	Staff/Administration	1/ 2002
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$53,200

### Community-based Tobacco Control Coalition

Big Brothers/Sisters of Clinton County
Clinton Boys and Girls Club
Clinton County Health Department
Clinton County Step Ahead
Community Counseling Center
Purdue Extension Services of Clinton County
- Have a Healthy Baby Program
- Mommy & Me Program
Rainbow Connection Childcare, Inc.
Shining Stars Youth Programs
YMCA SACC Program
YWCA Domestic Violence Intervention & Prevention Program

Coalition Coordinator: Clinton County Step Ahead  
 Brandie Oliver  
 3718 West 705 South  
 Rossville, IN, 46065  
 765.379.2314 (Phone)  
 brandie@geetel.net



## Crawford County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 32.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Crawford County Court House		2001
<b>City Buildings</b>			
<b>Schools</b>			
	Crawford County Schools	Building Only	1999
<b>Parks/Recreational Facilities</b>			
	Youth Services Bureau		1998
<b>Other</b>			

Annual County Funding 2002-2003: \$26,600

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### Community-based Tobacco Control Coalition

Crawford County Health Department
Crawford County High School
Crawford County Probation
Crawford County Youth Service Bureau
Hoosier Uplands
Lincoln Hills Development
Patoka Healthcare Family Clinic

Coalition Coordinator: Crawford County Youth Service Bureau

Allison Millar  
P.O. Box 393  
Marengo, IN, 47170  
812.365.3165 (Phone)  
812.365.2950 (Fax)  
ccysbadmin@seidata.com

Daviess County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 16.6%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$50,700

Community-based Tobacco Control Coalition

Daviess Community Hospital
Daviess County Step Ahead/Adult Literacy Council
Daviess County YMCA
Health Department
Hoosier Uplands – Lead Agency
North Daviess Community Schools
Power House Youth Center
Washington Community Schools
Washington Catholic Schools
Barr-Reeve Community Schools
American Cancer Society
Purdue Co-operable Extension Services

Coalition Coordinator: Hoosier Uplands Economic Development Corp.

Jade Luchauer  
P.O. Box 9  
Mitchell, IN, 47446  
812.849.4447 (Phone)  
812.849.0627 (Fax)  
luchauer@hoosieruplands.org

## Dearborn County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 23.7%

Tobacco-Related Policies and Ordinances – none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$60,600

### Community-based Tobacco Control Coalition

ASAP Center (sometimes the Greater Cincinnati rep attends PACT stuff)
CASA
Central Elementary
Community Corrections
Community Mental Health Center
County Probation
East Indiana Treatment Center
Extension Office
House of Hypnotherapy
Lawrenceburg Police
Moore's Hill Police
South Dearborn High School
South Dearborn Middle School
YMCA

Coalition Coordinator: Dearborn County Citizens Against Substance

Ginny Hizer  
P.O. Box 3581  
Lawrenceburg, IN, 47025  
812.537.9822 (Phone)  
812.537.5424 (Fax)  
ghizer@hotmail.com

## Decatur County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 25.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	City Buildings	Supervisor / Employer	
<b>Schools</b>			
	Greensburg Community Corp.	Administration	
	Decatur Co. School Corp.	Administration	10/1994
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$47,500

### Community-based Tobacco Control Coalition

American Cancer Society	Greensburg High School
Carousel Play & Learn Center	Greensburg Police Department
Decatur County Community Action Coalition	North Decatur High School
Decatur County Extension Office	Ponderosa
Decatur County Family YMCA	South Decatur High School
Decatur County Memorial Hospital	Student Representatives
Decatur County Prevention Coalition	
Decatur County Health Department	
Decatur County Sep Ahead	
Greensburg Daily News	

Coalition Coordinator: Tobacco Prevention and Cessation of Decatur County

Tina Hoeing

6152 East State Road 46

Greensburg, IN, 47240

812.662.6096 (Phone)

812.663.4220 (Fax)

thoeing@yahoo.com

# ~~DeKalb County~~

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northeast 21.3%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 30.4%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$57,100

## Community-based Tobacco Control Coalition

Auburn Police Department	Filling Station Youth Center
Children First Center - H.O.M.E.	Four Co. Transitional Living
DeKalb County Community Foundation	Garrett Community Center
DeKalb County DARE	Gateway Counseling Service
DeKalb County Probation Department	GKB Head Start
DeKalb County Sheriff's Department	GKB High School - SADD
DeKalb High School	Northeastern Center
DeKalb Memorial Hospital-EMS Director	Purdue Extension - DeKalb County
Division of Family and Children	Serenity House Inc.
Drug Free Indiana	Shelter Ministries Inc.
Eastside High School	United Way of DeKalb County
Families First	YMCA Women's Shelter & Outreach

Coalition Coordinator: United Way of DeKalb County  
 215 East 9<sup>th</sup> Street  
 Auburn, IN, 46706  
 260.927.0995 (Phone)  
 260.927.0996 (Fax)  
 tad@unitedwaydekalb.org



## Delaware County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 24.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Buildings	Employees, Commissioners	
	Health Dept. Co. Council, prosecutor, voter registration	Smoking lounge in basement.	
	CASA, Zoning, Assessor, County Commissioners	Health Dept. said it was vented directly to outside.	
<b>City Buildings</b>			
	Police, Mayor, City Council, City Court, Traffic Violations	Several designated areas for smoking, NOT separated by any means, lack of enforcement	
<b>Schools</b>			
	Mt. Pleasant, Liberty Perry, Cowan, Daleville, Hamison	Unclear if there is smoking in teacher's lounges & how enforced it is.	
	Washington and Muncie Community & Delaware Co. Schools	New data coming fall '03.	

Annual County Funding 2002-2003: \$137,400

## Community-based Tobacco Control Coalition

21st Century Scholars
American Cancer Society
Ball Memorial Hospital Respiratory Therapy Department
BMH Patient Education
BSU Department of Nursing
BSU Department of Physiology and Health Sciences
Buley Center
Cancer Services of Delaware County – Little Red Door
Center Township Trustee
Community Volunteers
Delaware County Coordinating Council to Prevent Alcohol and Other Drug Abuse
Delaware County Health Department
Delta High School
Education TASCC Force
Family Services of Delaware County
Fisher Institute for Wellness and Gerontology, BSU
Future Choices
Governor's Council for a Drug Free Indiana
LifeStream Services
Maternal Child Health Services and WIC
Minority Health Coalition
Motivate Our Minds
Muncie Center for the Arts

TEAMwork for Quality Living

Coalition Coordinator: Family Services of Delaware County, Inc.

Tonya Miller Bailey  
 806 W. Jackson Street  
 Muncie, IN, 47305  
 765.284.7789 (Phone)  
 765.281.2733 (Fax)  
[tb@familyservicesmuncie.org](mailto:tb@familyservicesmuncie.org)

Future Choices, Inc.

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$41,400

Community Alliance(TO) Promote Education  
Precious Hearts Day Care  
Project Care  
Wapehani Girl Scouts Council  
Indiana Academy  
South Madison Community Center  
Minority Health Coalition, Delaware County  
Motivate Our Minds  
Educational TASC Force  
BSU –Early Outreach  
BSU –Minority House

Coalition Coordinator: Judy Mays  
100 W. Main Street, Room 313  
Muncie, IN, 47305  
765.747.7814 ext. 384 (Phone)  
765.747.7817 (Fax)  
jmays@co.delaware.in.us

## Dubois County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 15.0%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	Jasper Government	Management and Employees	
	Huntingburg Government	Management and Employees	
	Ferdinand Government	Management and Employees	
<b>Schools</b>			
	SW Dubois Schools		
	Greater Jasper Schools		
	NE Dubois Schools		
	SE Dubois Schools		
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$56,700

### Community-based Tobacco Control Coalition

St. Joseph's Hospital	Hispanic Outreach Coalition
American Cancer Society	Indiana State Police
American Cancer Society Advocates	Jasper High School Students
Circle A Food Mart	Memorial Hospital & Health Care Center
Corleone's Restaurant & Sports Bar	SE Dubois County School Corporation
DC Broadcasting, WBDC, WAXL, and Channel 27	Southridge High School Student
Dubois County Health Department	Tri-Cap's PSUPP Program
Dubois High School Student	Tri-Cap's Teen Wellness Program
Forest Park High School Students	
Greater Jasper School Corporation	

Coalition Coordinator: St. Joseph's Hospital  
 Shannon Hildebranski  
 1900 Medical Arts Drive  
 Huntington, IN, 47542  
 812.683.6441 (Phone)  
 812.683.6403 (Fax)  
[shildebranski@dsjh.org](mailto:shildebranski@dsjh.org)

## Elkhart County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 17.4%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All		2/1998
<b>City Buildings</b>			
	Goshen		1/1998
<b>Schools</b>			
	Baugo Community		1995
	Concord Community		1992
	Elkhart Community		1997
	Goshen Community		1996
	Middlebury Community		1995
	Wabash Community		1990
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
	Goshen College		

Annual County Funding 2002-2003: \$241,500

### Community-based Tobacco Control Coalition

American Cancer Society	Goshen General Hospital
Association for the Disabled of Elkhart County	Heart City Health Center
Bashor Children's Home	Hispanic/Latino Health Coalition
Boys and Girls Club of Goshen, Inc.	Housing Authority
Concord Township Trustee	Maternal Child Health Services and WIC
ECADAP	Minority Health Coalition of Elkhart County
El Faro, Inc.	Oaklawn Mental Health Center
Elkhart Chapter, Indiana Black Expo	Purdue Extension Office
Elkhart Community Schools	Recovery Journey, Inc.
Elkhart County Health Department	Women's Care Center
Elkhart General Hospital	
Elkhart Youth Services Bureau	

Coalition Coordinator: Tobacco Control of Elkhart County

Mark Potuck  
608 Oakland Avenue  
Elkhart, IN, 46516  
574.523.2117 (Phone)  
574.523.2158 (Fax)  
mpotuck@galaxyinternet.net



Minority Health Coalition of Elkhart County  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$86,800

Agape Missionary Church American Cancer Society Bethany Chapel Canaan Baptist Church City of Elkhart Community Missionary Baptist Church El Divino Redentor El Faro Elkhart Black Expo Elkhart Community School Elkhart County Health Department	Elkhart Hospital Elkhart Housing Authority Greater Bethany Church La Casa Maple City Health Care Center North Side Coalition Pilgrim Rest Missionary Baptist St James AME Church Tolson Community Center United Methodist Church of Goshen
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Coalition Coordinator: Tarra Morris  
315 Wagner Avenue  
Elkhart, IN, 46515  
574.522.0128 (Phone)  
574.293.1403 (Fax)  
ELKMCH@aol.com

## Fayette County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 34.4%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Court House		
	Probation Department		
	County Health Department		
<b>City Buildings</b>			
	Connersville City Hall		
<b>Schools</b>			
	Connersville School Corp		
<b>Parks/Recreational Facilities</b>			
	Miller Building in Robert's Park		
<b>Other</b>			

Annual County Funding 2002-2003: \$48,100

### Community-based Tobacco Control Coalition

Community Education Coalition	
Connersville School Corporation	
Creative Counseling	
Family Nutrition Program	
Office of Family Division of Children	
Purdue Extension office	
White Water Valley Care Pavilion	

Coalition Coordinator: White Water Valley Care Pavilion  
 Jessica Isaacs  
 450 Erie Street  
 Connersville, IN, 47331  
 800.959.7429 (Phone)  
 765.825.6628 (Fax)  
[jessica@fayettmemorial.org](mailto:jessica@fayettmemorial.org)

## Floyd County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 24.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All Government		
	All Federal		
<b>City Buildings</b>			
<b>Schools</b>			
	New Albany		
<b>Parks/Recreational Facilities</b>			
	County Parks		
<b>Other</b>			

Annual County Funding 2002-2003: \$75,700

### Community-based Tobacco Control Coalition

Aebersold Jazz, Inc.
Floyd County Alcohol, Tobacco & Other Drug Task Force
Clark/Floyd County Minority Tobacco Prevention and Cessation Coalition
New Albany/Floyd County Schools
Family Health Center of Floyd County
Floyd County Step Ahead Council
Floyd County Teen Court
Floyd County Youth Services Bureau
Floyd County Youth Services Coalition
Floyd Memorial Hospital
First Baptist Church of Sellersburg
Interfaith Community Council, Inc
Mayor's Youth Advisory Council
Our Place Drug and Alcohol Education Services
Rauch Healthy Families Initiative
New Albany Boy & Girls Club
New Albany/Floyd County Parks and Recreation

Coalition Coordinator: Floyd County Youth Services Coalition

MeriBeth Adams-Wolf  
 P.O. Box 8  
 Mt. St. Francis, IN, 47146  
 812.923.3400 (Phone)  
 812.923.9870 (Fax)  
 ourplace@iglou.net

## Fountain County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.5%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$69,800

## Community-based Tobacco Control Coalition

Community Action Program, Inc. of Western Indiana Metropolitan School District of Warren Co. American Cancer Society Governor's Commission for a Drug-Free Indiana (Fountain & Warren Co.) Southeast Fountain School Corp Super Test Oil Company Covington Community School Corp. Warren County CAPE Initiative St Vincent Williamsport Hospital Attica Consolidated School Corp.
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Coalition Coordinator: Community Action Program, Inc. of Western Indiana

Teresa Ramey  
 418 Washington Street  
 Covington, IN, 47932  
 765.793.4881 (Phone)  
 765.793.4884 (Fax)  
 tramey@link2000.net

## Franklin County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 21.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government Buildings	Supervisor / Employer	
<b>City Buildings</b>			
	Brookville City Police Post	Chief	
<b>Schools</b>			
<b>Public/Recreational</b>			

Annual County Funding 2002-2003: \$46,000

### Community-based Tobacco Control Coalition

Community Mental Health	
Creative Counseling	
Healthy Families	
Maternal Child Health Services and WIC	
Purdue Extension office	
Southeastern YMCA	
Stayin' Alive- Franklin Co. LCC	

Coalition Coordinator: Stayin' Alive Franklin Co. LCC

Kim Linkel

P.O. Box 64

Brookville, IN, 47012

Stayin\_alive24@hotmail.com



## Fulton County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 28.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Courthouse and Buildings	Management and Employees	5/2002
<b>City Buildings</b>			
<b>Schools</b>			
	Caston	Management and Employees	1994
	Rochester	Management and Employees	2003
	Tippecanoe Valley	Management, Employees, and Police	2002
	Akron Elementary		2002
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$45,000

### Community-based Tobacco Control Coalition

Akron Elementary School	Fulton County Wellness Center
American Cancer Society	Healthy Families
	Peterson and Waggoner Attorneys at Law
Caston & Tippecanoe Valle Schools	Purdue Extension Service
Chamber of Commerce	Rochester City Clerk's Office
FFA Clubs of Rochester	Rochester Mayor's Office
First Baptist Church	Rochester Metal Products
First Steps	Rochester Police Department
Fist Federal Savings Bank	Rochester School Corporation
Four County Counseling Center	Streamliner Restaurant
Fulton County Commissioners	Woodlawn Hospital
Fulton County Health Department	WRD Radio
Fulton County Sheriff	
Local Coordinating Council for a Drug Free Indiana	

Coalition Coordinator: Fulton County Health Department

Linda Lukers Petersen  
125 E. 9<sup>th</sup> Street  
Rochester, IN, 46975  
574.224.5152 (Phone)  
574.223.2335 (Fax)  
linlukpetersen@yahoo.com

## Gibson County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 26.0%

Tobacco-Related Policies and Ordinances: none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$52,300

### Community-based Tobacco Control Coalition

Brumfield Elementary School	Gibson County Sheriff's Office
Commissioner's Office	Gibson County Task Force
Community Corrections	Gibson General Hospital
Division of Family and Children	Holy Cross School
Doulos Ministries	Princeton Community High School
First General Baptist Church	S.W. Indiana Mental Health Center
First Steps	Tulip Tree Family Health Services
Gary Wheaton Respiratory Clinic	United Way
Gibson County ARC	Visiting Nurse Association
Gibson County Extension Office	Waldroup Insurance
Gibson County Health Department	Wirth Regional Hospital
YMCA	Women Infants and Children
	Wood Memorial High School

Coalition Coordinator: Gibson County Health Department

Martha Caine

800 South Prince, Room 25

Princeton, IN, 47670

812.385.3831 (Phone)

812.386.8027 (Fax)

itpcsmokefree@hotmail.com

## Grant County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 29.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All offices	Designated areas	
<b>City Buildings</b>			
	All offices	"Tunnel" to smoke in	1995
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
	Hogin Park		10/2002
<b>Other</b>			

Annual County Funding 2002-2003: \$77,300

### Community-based Tobacco Control Coalition

American Cancer Society
Cancer Services of Grant County
Marion General Hospital
Minority Health Coalition
St Joseph's Hospital
Taylor University
Grant County Health Department
Indiana Wesleyan University

Coalition Coordinator: Cancer Services of Grant County

Jennifer Lane-Riefler  
 305 South Norton Avenue  
 Marion, IN, 46952  
 765.664.6815 (Phone)  
 765.664.1636 (Fax)  
[casradmin@comtek.com](mailto:casradmin@comtek.com)

Minority Health Coalition of Grant County  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$31,100

City of Marion – Office of the Mayor  
Grace Missionary Baptist  
Mayor's Hispanic Round Table  
~~McMulloch~~ Middle School  
Minority Health Coalition  
St. Paul Human Services

Coalition Coordinator: Tanya E. Smith  
1608 S. Washington Street  
Marion, IN, 46953  
765.664.7850 (Phone)  
765.674.9489 (Fax)  
thealthy007@aol.com

# Greene County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 29.8%

## Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Bloomfield Jr. Sr. High School		
	Linton Jr. Sr. High School		
	WRV Jr. Sr. High School		
	Eastern Jr. Sr. High School		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$52,000

## Community-based Tobacco Control Coalition

Greene County General Hospital
Greene County Home Health Care
Greene County Probation Department
Boys and Girls Club of Greene County

Coalition Coordinator: Boys & Girls Club of Greene Co.  
 Rob Grunden  
 15 E. Vincennes Street  
 P.O. Box 611  
 Linton, IN 47441  
 812.847.9550 (Phone)  
 812.847.9601 (Fax)

## Hamilton County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 6.1%

### Tobacco-Related Policies and Ordinances

Smoke free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse, government and judicial center	Sheriff's Department - up to \$500	8/1995
<b>City Buildings</b>			
	Cicero Government	Cicero Government	
	Fisher Government	Up to \$100.00	
	Noblesville Government	City Police citation, City Court punish up to \$100	7/1991
<b>Schools</b>			
<b>Party/Recreational Facilities</b>			
	Parks	Sheriff's Department - up to \$500	8/1995
<b>Other</b>			
	4-H buildings	Sheriff's Dept. - up to \$500	8/1995
	Highway Department	Sheriff's Dept. - up to \$500	8/1995
	Sheriff's Department	Sheriff's Dept. - up to \$500	

Annual County Funding 2002-2003: \$239,272

### Community-based Tobacco Control Coalition

American Cancer Society	Hamilton County Superior Courts
Boys and Girls Club of Noblesville	Hamilton County Youth Services Bureau
Carmel Schools	Kristo Psychological Services
Carmel City Court	Lifestyle Consulting
Carmel Mayor's Office	Marion-Adams Schools
Carmel Police Department	Noblesville City Court
Governor's Commission for a Drug Free Indiana	Noblesville Schools
Hamilton County Community Corrections	Riverview Hospital
Hamilton County Health Department	Westfield Schools
Hamilton County Probation Department	
Hamilton County Prosecutor's Office	
Hamilton County Sheriff's Department	

Coalition Coordinator: Hamilton County Council on Alcohol and Other Drugs

George Kristo

One Hamilton County Square, Suite 29

Noblesville, IN, 46060

317.776.8429 (Phone) 317.776.8413 (Fax) [glk@co.hamilton.in.us](mailto:glk@co.hamilton.in.us)



## Hancock County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 20.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Greenfield-Central School Corp.		
	Mt. Vernon Community School Corp.		
	Eastern Hancock Community School Corp.		
	Southern Hancock Community School Corp.		
<b>Park/Recreational Facilities</b>			
<b>Other</b>			
	Hancock Memorial Hospital		1/1/04

Annual County Funding 2002-2003: \$66,300

### Community-based Tobacco Control Coalition

American Cancer Society	Hancock County D.A.R.E.
American Heart Association	Hancock County Health Department
American Red Cross	Hancock Hope House
Boys & Girls Club of Hancock County	Hancock Memorial Hospital and Health Services
Buck Creek Township Fire Department	Mental Health Association of Hancock County
Community School Corp of Southern Hancock Co	Mount Vernon Community School Corporation
Eastern Hancock School Corporation	Neighborhoods Against Substance Abuse (NASA)
First Step/Steps Ahead Hancock County	Purdue Extension of Hancock County
Greenfield Central School Corporation	Southern Hancock Community School Corporation
Greenfield Fire Department	

Coalition Coordinator: Hancock Memorial Hospital and Health Services  
 Brandee Bastin  
 801 North State Street  
 Greenfield, IN, 46140  
 317.468.4506 (Phone)  
 317.468.4194 (Fax)  
 bbastin@hnmhhs.org

## Harrison County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 27.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government buildings		
<b>City Buildings</b>			
	Buck Creek		
<b>Schools</b>			
	South Harrison Community	Not enforced for Adult visitors	
<b>Party/Recreational Facilities</b>			
<b>Other</b>			

\* North Harrison Community Schools has a proposal on the table that would make all schools smokefree campus environments. Decision will be made by end of September 2003.

Annual County Funding 2002-2003: \$53,400

### Community-based Tobacco Control Coalition

American Cancer Society
Governor's Commission for a Drug-Free Indiana
Harrison County Circuit Court Probation
Harrison County Community Services
Harrison County Health Department
Harrison County Hospital
Harrison County Hospital Foundation
Harrison County Maternal Health
Harrison County Step Ahead Council
Harrison County Substance Abuse and Prevention Coalition-LCC
JVMC Appraisal, Inc.
The Corydon Democrat

Coalition Coordinator: Harrison County Hospital Foundation  
 Jennifer Riley  
 245 Atwood Street  
 Corydon, IN, 47112  
 812.738.8708 (Phone)  
 812.738.7829 (Fax)  
[jriley@harrisoncohosp.org](mailto:jriley@harrisoncohosp.org)

## Hendricks County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 13.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Buildings and Vehicles		8/2001
<b>City Buildings</b>			
	Avon		
	Brownsburg		
	Danville		
	Plainfield		
<b>Schools</b>			
	MillCreek: NW Hendricks School Corp.		
	Danville		
	Avon		
	Plainfield		
	Brownsburg		
<b>Parks/Recreational Facilities</b>			
	McCloud Nature Park		
<b>Town Parks</b>			
	Plainfield		
	Avon		
	Danville		
	Brownsburg		
<b>Other</b>			

Annual County Funding 2002-2003: \$128,500

### Community-based Tobacco Control Coalition

Hendricks County Health Department  
 Cummins Mental Health Center  
 Hendricks Regional Health  
 Hendricks County Sheriff's Department  
 American Health Network  
 American Cancer Society

Coalition Coordinator: Hendricks County Health Department  
 Cathy Grindstaff  
 355 South Washington Street, #210  
 Danville, IN, 46122  
 317.745.9609 (Phone)  
 317.745.9218 (Fax)  
 cgrindstaff@co.hendricks.in.us

## Henry County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east: 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 30.0%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	New Castle		
	Charles A. Beard		
	Shenandoah		
	Blue River		
	South Henry		
<b>Park/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$62,100

### Community-based Tobacco Control Coalition

Blue River Schools	Henry County United Fund
Charles A. Beard Schools	Henry County YMCA
Henry County Commissioners	New Castle Area Vocational
Henry County Foundation	New Castle Schools
Henry County Health Department	Shenandoah Schools
Henry County Library	South Henry Schools
Henry County Memorial Hospital	WKPV&FM
Henry County Mental Health	
Henry County Ministerial Association	
Henry County Planning Council	
Henry County Prosecutor	

Coalition Coordinator: Henry County LCC  
 Trish Smith  
 108 Tara Lane  
 New Castle, IN, 47362  
 765.529.5017 (Phone)  
 765.345.5101 (Fax)  
 tsmith@comsys.net

## Howard County

Indiana adult smoking prevalence: 27.7 %  
 Regional smoking prevalence: Central-Indy: 26.6 %  
 Indiana youth smoking prevalence: Middle School- 8.6 % High School-23.4 %  
 Percent of women in County who report smoking during pregnancy: 22.5 %  
 Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Park/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$84,300  
 Community-based Tobacco Control Coalition

American Cancer Society
Family Service Association
Howard Community Hospital
Mayor's Community-Based Council on Substance Abuse Prevention
New Perspectives Minority Health Coalition
St. Joseph Hospital and Health Center

Coalition Coordinator: Mayor's Community-Based Council on Substance Abuse  
 Rick Swigart  
 100 South Union  
 Kokomo, IN, 46901  
 765.456.7415 (Phone)  
 765.456.7571 (Fax)  
[substance@cityofkokomo.org](mailto:substance@cityofkokomo.org)

~~New Perspectives Minority Health Coalition of Howard County, Inc.~~  
 Minority-based Tobacco Control Coalition  
 Annual County Funding 2002-2003: \$33,800

Gilead House	Indiana Health Center at Kokomo
Straitgate Ministries	Howard County Breastfeeding Coalition
Carver Community Center	BIT Consulting
Second Missionary Baptist Church	Howard Breastfeeding Coalition
NAACP	
Babies Delight	

Coalition Coordinator: Ronald H. Stubbs  
 220 E. Sycamore Street, Suite L  
 Kokomo, IN, 46901  
 765.868.9804 (Phone)  
 765.868.9807 (Fax)  
[rstubbs@comteck.com](mailto:rstubbs@comteck.com)

## Huntington County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northeast: 21.3%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 24.4%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government buildings		
<b>City Buildings</b>			
<b>Schools</b>			
	Huntington Community School Corporation		4/2003
<b>Party/Recreational Facilities</b>			
<b>Other</b>			
	Huntington College		

Annual County Funding 2002-2003: \$55,700

### Community-based Tobacco Control Coalition

Andrew Town Marshall	Huntington Parks Department
Bill Lucker	Jan Williams
Bowen Center	John Kreiger
Boys Scouts of America	Kent Farthing
City Police	Linda Aldrige
Curt Cooley	Mike Mettler
Curt Crago	Parkview Hospital
Dr. Lisa Wodey	Probation
Dr. Ringenberg	Rodney Scott
Dwight Brautigam	Sarah Moreman
Extension Office	Scott Gibbons
Gwen Ruppert	Sheriff
HCCSC	Van Juillerat
Health Department	Youth Services Bureau
Huntington County Council	
Huntington General Practice	

Coalition Coordinator: Youth Services Bureau of Huntington County  
 Melissa Phillips  
 P.O. Box 5204  
 Huntington, IN, 46750  
 260.358.0175 (Phone)  
 260.358.9883 (Fax)  
 cmphillips5@comcast.net



# Jackson County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.5%

Tobacco-Related Policies and Ordinances-none reported

Smoke free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Party/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$57,700

## Community-based Tobacco Control Coalition

Boys & Girls Club of Seymour	Seymour Mayor
Brownstown Central Middle School	Step-Ahead Council
Brownstown Presbyterian Church	
Crothersville FFA	
Eyes on you –Dr. Kevin & Linda Fischer	
Jackson County Drug-Free Council, Inc.	
Jackson County Sheriff's Department	
Purdue University Extension Office	
Schneck Medical Center	

Coalition Coordinator: Jackson County Drug Free Council, Inc  
 Brenda Turner  
 668 East Main Street Circle  
 Crothersville, IN, 47729  
 812.793.9051 (Phone)  
 812.523.0031 (Fax)  
 dontsmoke@compugame.com

# Jasper County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northwest: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.2%

## Tobacco-Related Policies and Ordinances

Smoke free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Party/Recreational Facilities			
Other			
	St. Joseph College		

Annual County Funding 2002-2003: \$50,800

## Community-based Tobacco Control Coalition

Rensselaer Police Department
Jasper County Step Ahead and Purdue Coop Extension Services
Rensselaer Central School Corporation
Jasper County Hospital
Ryan & Ryan Consulting
Jasper County Prosecutor's Office
Jasper County Sheriff's Department
Hillcrest Family Dental Center
Kankakee Valley School Corporation
Tri-County School Corporation
Partners for a Drug Free Jasper County
Wabash Valley Hospital
Kankakee Valley High School

Coalition Coordinator: Partners for a Drug Free Jasper County  
 Joan Ginter  
 P.O. Box 361  
 Monticello, IN, 47960  
 574.583.9864 (Phone)  
 574.583.4706 (Fax)  
 notobacco91@hotmail.com

## Jay County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east: 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.0%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Party/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$45,800

### Community-based Tobacco Control Coalition

Alphabet Inc.
DARE Program
Dr. Mark Haggenjos
Jay County Health Department
Jay County Hospital
Jay School Corporation
Portland Area Chamber of Commerce
Portland Forge Federal Credit Union
Portland Police Department
Several Local Restaurants

Coalition Coordinator: Jay County Hospital  
Patti Garringer  
500 West Votaw Street  
Portland, IN, 47371  
260.726.1853 (Phone)  
260.726.1975 (Fax)  
pgarringer@jaycountyhospital.com

### Jefferson County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 27.2%

#### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government Buildings	Management and Employees	5/1999
<b>City Buildings</b>			
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$51,800

#### Community-based Tobacco Control Coalition

Girl's Incorporated	Madison Consolidated Schools
Hanover College	Ohio Valley Opportunities
Hanover Police Department	Southwestern Schools
Indiana State Police	Youth As Resources
Jefferson County Sheriff's Department	
King's Daughters' Cardio-Pulmonary Services	
King's Daughters' Wellness Committee	
King's Daughters' Hospital and Health Services	
Lifesprings Mental Health	
Lide White Memorial Boy's and Girl's Club	

Coalition Coordinator: King's Daughter's Hospital & Health Services

Amanda Schmitz  
One King's Daughter's Drive  
Madison, IN, 47250  
812.265.0395 (Phone)  
812.265.0291 (Fax)  
bilbya@kdhhs.org

## Jennings County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 28.5%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Court House		
<b>City Buildings</b>			
	North City Hall ofl		
	North Vernon Police Dept.		
<b>Schools</b>			
<b>Park/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$49,300

### Community-based Tobacco Control Coalition

American Cancer Society	Ministerio de la Roca (Spanish Church)
Health Families	North Vernon Parks and Recreation
Jennings County Extension Office	North Vernon Police Department
Jennings County Family Care	Pride
Jennings County Health Department	St. Vincent Jennings Hospital
Jennings County High School student	
Jennings County Parks and Recreation	
Jennings County WMC	
Jennings County YMCA	
Maternal Child Health Services and WMC	

Coalition Coordinator: St. Vincent Jennings Hospital  
 Debbie Mays  
 945 Veterans Drive  
 North Vernon, IN, 47265  
 812.346.2515 (Phone)  
 812.346.0942 (Fax)  
 froglegs72@earthlink.net

## Johnson County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 16.4%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	Edinburgh Town buildings and vehicles	Town Council	4/2001
	Franklin City Hall (basement/designated area)	City Council	7/1992
	New Whiteland -Any building owned, leased, or operated by the town	Town Council	6/1992
	Prince's Lake Town Hall w/exception of building inspector and Town Marshall officers	Town Council	
	Whiteland Town buildings w/designated areas	Town Council	4/2001
<b>Schools</b>			
<b>Park/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$135,300

### Community-based Tobacco Control Coalition

Adult and Child Health Center	Johnson County Juvenile Probation
American Cancer Society	Johnson County Community Corrections
American Health Network	Johnson County Health Department
Boys & Girls Club of Franklin	Johnson County Internal Medicine
City of Franklin Police Department	Johnson Memorial Hospital
Community Health Network	Reach for Youth
Edinburgh/Trafalgar Family Health Centers	Richard Huber, M.D.
Franklin College	St Francis Hospital and Health Centers
Governor's Commission for a Drug Free Indiana	United Way of Johnson County
Indiana Heart Associates	
Johnson County Clerk	

Coalition Coordinator: Johnson County Health Foundation  
 Jane Blessing  
 1125 West Jefferson Street, Suite V  
 Franklin, IN, 46131  
 317.736.2657 (Phone)  
 317.346.3738 (Fax)  
 4jbleess318@aol.com



Latino Resources Dev. Team/Partnership for a Healthier Johnson County  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$14,400

Access Johnson County Adult and Child Health Center C & C Laundry City of Franklin Police Dept. Edinburgh Family Health Center Emmanuel Baptist Church Franklin College Johnson County Courts Franklin Insurance Agency Gateway Services Johnson Memorial Hospital	Johnson County Community Corrections Johnson County Health Department Johnson County Public Library OB/GYN of South Central Indiana Partnership For a Healthier Johnson County St. Francis Hospital & Health Centers Turning Point United Way of Johnson County
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Coalition Coordinator: Jane Blessing  
1125 W. Jefferson, Suite V  
Franklin, IN, 46131  
317.736.2657 (Phone)  
317.346.3738 (Fax)  
jbless318@aol.com

## Knox County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 27.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Jail	Deputies	3/2003
<b>City Buildings</b>			
	Vincennes City Hall		
<b>Schools</b>			
	Vincennes Community School Corp.	Administrators	
	South Knox School Corporation	Administrators	
	North Knox School Corporation	Administrators	
	Vincennes Catholic	Administrators	
<b>Park/Recreational Facilities</b>			
	Vincennes Park and Recreation Bldg	Park Board	
<b>Other</b>			

Annual County Funding 2002-2003: \$56,400

### Community-based Tobacco Control Coalition

American Cancer Society	Vincennes Fire Department
Good Samaritan Hospital	Girl Scouts of Shagbark Council
South Knox High School	Knox County Tobacco Users Anonymous
Vincennes Community Schools	Knox County Sheriff's Department
Vincennes University	Indiana State Excise Police
Wabash Valley Human Services	
Wabash Valley Respiratory Clinic	
YMCA	

Coalition Coordinator: Good Samaritan Hospital  
 Donna Sturgeon  
 520 West Seventh Street  
 Vincennes, IN, 47591  
 812.882.7927 ext. 235 (Phone)  
 812.895.9223 (Fax)  
[dsturgeon@wvhs.org](mailto:dsturgeon@wvhs.org)

## Kosciusko County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.1%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Justice Building		
	Courthouse		
<b>City Buildings</b>			
<b>Schools</b>			
	Tippecanoe Valley	Administration/SRO	3/1/2002
<b>Party/Recreational Facilities</b>			
<b>Other</b>			
	Grace College		

Annual County Funding 2002-2003: \$77,700

### Community-based Tobacco Control Coalition

Bobbi Burkhart @Boys & Girls Club
David Morales-School Police @ Warsaw High School
Joe Hawn - Warsaw Police Department (DARE)
Timothy Sammons - Pierceton Police Department (DARE)
Malcolm Gilbert - Winona Lake Police Department
Rachele Sammons - Kosciusko Coalition on Drug Education
Danny Hall - Winona Lake Police Department
Lance Grubbs - Governors Council on Impaired and Dangerous Driving
Viv Edemiller - Edgewood Middle School (Health/Physical Education)
Deborah Frank - Kosciusko County Health Department
Mary Amott - Bowen Center
Denise Ferguson - Governors Commission for a Drug-Free Indiana
Kristin Everett - American Cancer Society
Marsha Strebby - Bowen Center
Rich Miotto - Milford Police Department
Connie Overmeyer - Tippecanoe Valley Schools Nurse
Megan Lukenbill - Kosciusko Community Hospital Health & Wellness Center
Jolene Morrow - Kosciusko Leadership Academy / Mutual Federal Savings Bank
Brett Boggs - Tippecanoe Valley Schools
Craig Allebach - Warsaw Community School Board / Winona Lake Town Manager
Tracey George - Kosciusko County 4-H / Purdue Extension Office

Coalition Coordinator: Boys & Girls Club of Kosciusko County, Inc.  
 Bobbi Burkhart  
 800 North Park Avenue  
 Warsaw, IN, 46580-2941  
 574.268.1155 (Phone)  
 574.268.1370 (Fax)  
 schroder42@hotmail.com

## La Grange County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northeast: 21.3%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 9.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings	AllCounty		
City Buildings	AllCity		
School	AllSchool		
Party/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$53,800

### Community-based Tobacco Control Coalition

Drug Free Council of LaGrange County
LaGrange County 4-H Youth Leadership Council
LaGrange County Circuit Court Probation
LaGrange County Community Economic Development
LaGrange County Community Foundation
LaGrange County Department of Parks and Recreation
LaGrange County Sheriff's Department
LaGrange Ministerial Association
Northeastern Center
Prairie Heights Community School Corporation
Youth Assets Council

Coalition Coordinator: Council of Drug Free LaGrange  
 Dave Bell  
 229 River Run Court  
 Columbia City, IN, 46725  
 260.248.4799 (Phone)  
 tobaccofreeagco@my9ine.com

## Lake County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northwest: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 15.1%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	City Buildings	Supervisor/Employer	4/1993; 6/2000
<b>Schools</b>			
	Gary Community School Corporation		
<b>Party/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$425,600

### Community-based Tobacco Control Coalition

Christina Unity Ensemble, Inc.	Prenatal Insight
Clark Road Genesis Family Center	Saint Anthony Prenatal
Crisis Center	Saint Mary Medical Center
East Chicago Housing Authority	Salvation Army ARC
Gary Chamber of Commerce	Tri City Community Mental Health Center
Gary Community Health Foundation	Partnership for a Drug Free Lake Co.
Gary Neighborhood Services	American Cancer Society
Golden Recognition	Lake County Sheriff's Office
Healthy East Chicago	
Holy Family Child Care Center	
Pilgrim Education Community Outreach	

Coalition Coordinator: Geminus Corporation  
 Cynthia Sampson  
 8400 Louisiana  
 Merrillville, IN, 46410  
 219.757.1866 (Phone)  
 219.757.1866 (Fax)  
[Cynthia.Sampson@geminus.org](mailto:Cynthia.Sampson@geminus.org)

## LaPorte County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Northwest: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 25.1%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All County	Employer/Co. Commissioners	3/1996
<b>City Buildings</b>			
	All City	Department Heads	
<b>Schools</b>			
<b>Parks/Recreational</b>			

Annual County Funding 2002-2003: \$132,200

### Community-based Tobacco Control Coalition

Juvenile Services Center	Michigan City Area Schools
American Cancer Society	Open Door Adolescent Health Center
American Red Cross - LaPorte County	St. Anthony Memorial Health Centers
Dunebrook / Healthy Families of LaPorte County	Swanson Center
Project HOPE (Helping Our People Excel)	Teen Court
Healthy Communities of LaPorte County	United Way of LaPorte County
LaCrosse Schools	Youth Service Bureau-Big Brothers Big Sisters
LaPorte Community School Corp.	
LaPorte Regional Health System	
Operation Fellowship	

Coalition Coordinator: Healthy Communities of LaPorte County/United Way

Sandra Parker  
800 Lincolnway Suite 201  
LaPorte, IN, 46350  
219.326.2350 (Phone)  
219.326.2512 (Fax)  
[s.parker@jph.org](mailto:s.parker@jph.org)



Helping Our People Excel, Inc.

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$54,700

Helping Our People Excel, Inc.

Martin Luther King Center

Superior Family Health Services

Images Human Services Network

El Puente Community Center

Operation Fellowship

Minority Health Coalition

Commission on the Social Status of African American Males

Coalition Coordinator: Rebecca Williams

P.O. Box 164, 112 York Street

Michigan City, IN, 46361

219.874.4606 (Phone)

219.874.4641 (Fax)

hopeprogram@skynet.net

# Lawrence County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 23.5%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Park/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$60,500

## Community-based Tobacco Control Coalition

Hoosier Uplands Economic Development Corporation
Bedford Police Department
Bedford Public Library
Bedford Regional Medical Center
Dunn Memorial Hospital/Community Health and Wellness Center
Lawrence County Health Department
Lawrence County Sheriffs Department
Limestone Girls Club
Mitchell Community Schools
Mitchell Memorial Chapter of SADD
Mitchell Urban Enterprise Association
North Lawrence Community Schools
REDIRECT/Juvenile Drug Court
Shawswick Elementary/Middle School PTO

Coalition Coordinator: Hoosier Uplands Economic Development Corporation  
 Jade Luchauer  
 P.O. Box 9  
 Mitchell, IN, 47446  
 812.849.4447 (Phone)  
 812.849.0627 (Fax)  
 luchauer@hoosieruplands.org

## Madison County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 28.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	S. Madison Community School Corp	Law enforcement; Administration	9/ 2003
<b>Parks/Recreational Facilities</b>			
	Boys & Girls Club of Madison County	Administrator and employees	6/ 2003
<b>Other</b>			
	Policy	Supervisor/Employer	
	Muslim Center for Women	Supervisor/Employer	9/ 2003
	Muslim Shelter		

Annual County Funding 2002-2003: \$146,300

### Community-based Tobacco Control Coalition

Alternatives, Inc. of Madison County	Lapel Police Department
American Cancer Society	Life Steam Services, Inc.
American Heart Association	M Plan Health Care Group
Anderson Center, St. John's	Madison County Community Foundation
Anderson Community Hospital	Madison County Health Department
Anderson Community Schools	Madison County Minority Health Coalition
Anderson Fire Department	Madison County Sheriff's Department
Anderson Police Department	Madison Health Partners
Anthem Blue Cross/Blue Shield	Maternal Child Health Services and WMC
Chemical People Task Force	Pendleton Police Department
Chesterfield Police Department	Pregnancy Plus of Community Hospitals
City of Anderson	Sherman Street Church of God
Edgewood Police Department	St. John's Hospital
Elwood Community Schools	St. Vincent's Hospital
Elwood Police Department	South Madison Community School Corp.
Frankton-Lapel School Corp.	The Center for Mental Health
Indiana State Excise Police	UAW-GM Lifestyles Program

Coalition Coordinator: Madison Health Partners  
 Karesa Knight  
 7074 West 8<sup>th</sup> Street  
 Anderson, IN, 46016  
 765.683.0462 (Phone)  
 765.683.0462 (Fax)  
 kmichellek29@hotmail.com

Minority Health Coalition of Madison County  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$49,400

Alternatives, Inc. Madison County American Cancer Society Anderson Center, St. John's Anderson Community Hospital Anderson Community Schools Anderson Fire Department Anderson Police Department Anthem Blue Cross/Blue Shield Boys and Girls Club Chemical People Task Force Chesterfield Police Department	Indiana State Excise Police Life Steam Services, Inc. Madison County Community Foundation Madison County Health Department Madison Health Partners Madison Child Health Services and WMC Pregnancy Plus Community Hospitals Sherman Street Church of God St. John's Hospital Sowers of Seeds Counseling Inc. Wallace Temple AME Urban League
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Coalition Coordinator: Natalie Carter  
 903 S. Madison Avenue  
 Anderson, IN, 46016  
 765.641.8075 (Phone)  
 765.641.8076 (Fax)  
[applecar757@yahoo.com](mailto:applecar757@yahoo.com)

## Marion County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 19.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Flanner House		
	Franklin Township		
	Indpb. Public Schools		
	MSD Decatur		
	MSD Lawrence		
	MSD Perry		
	MSD Warren		
	MSD Washington		
	MSD Wayne		
	School Town of Speedway		
<b>Party/Recreational Facilities</b>			
<b>Other</b>			
Indy Airport		Supervisor/Employer	3/1995
Indiana Convention Center		Designated smoke areas	
MSD Decatur		Designated smoke	

Annual County Funding 2002-2003: \$654,900

### Community-based Tobacco Control Coalition

Alliance for Health Promotion American Cancer Society Asthma Alliance of Indianapolis Drug Free Marion County HealthNet Inc. Indiana University Department of Public Health Indiana University Nicotine Dependence Program Indianapolis Public Schools Indiana Youth Group Minority Health Coalition of Marion County Citizens Health Center to the coalition	Parents for Affordable Childcare Perry Township School Raphael Health Center Reach for Youth Ruth Lilly Health Education Center Shalom Health Center St. Francis Hospital and Community Health Center Wishard Hospital YMCA-Urban Mission Branch
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Coalition Coordinator: Marion County Tobacco Control Partnership  
Gurinder Hohl  
3838 N. Rural Street  
Indianapolis, IN, 46205  
317.221.3099 (Phone)  
317.221.3114 (Fax)  
ghohl@hhcorp.org

St. Florian Center Inc.

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$150,000

The St. Florian Center  
Phillips Temple CME Church  
Forest Manor Multi-Service Center  
Mary Rigg Neighborhood Center  
McClendon Tabernacle CME Church  
True Belief Missionary Baptist Church  
Indianapolis Black Firefighters Association  
Parents Against Drugs

Coalition Coordinator: St Florian Center  
Anthony Williamson  
2511 East 46<sup>th</sup> Street  
Indianapolis, IN, 4620  
317.545.6580 (Phone)  
317.545.6588

Minority Health Coalition

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$150,000

The Greater Indianapolis Chapter of the NAACP  
United Way: Youth As Resources

Coalition Coordinator: Arvetta Grimes  
2855 N. Keystone  
Indianapolis, IN, 46228  
317.924.8068 (Phone)  
317.924.9794 (Fax)  
algrimes@iupui.edu

~~Banner~~ House

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$138,00

Indianapolis Chapter, Indiana Black Expo  
Martin University  
St. Florian Center  
~~Clarian~~ Health  
Marian College Health Department  
Ruth Lilly Health Education Center  
~~Christamore~~ House  
Kaleidoscope Youth Center

Coalition Coordinator: Ann Winston  
 2424 Dr. Martin Luther King Jr. Street  
 Indianapolis, IN, 46208  
 317.925.4231 ext.227 (Phone)  
 317.920.4461 (Fax)  
 awinston@imcpllib.in.us

Indianapolis Chapter of Indiana Black Expo  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$132,000

Christ Missionary Baptist Church Corinthian Missionary Baptist Church Ebenezer Missionary Baptist Church First Free Will Baptist Church Wilmack Memorial CME Church Kaleidoscope Youth Center Mt. Pisgah Missionary Baptist Church Robinson AME Church Shiloh Missionary Baptist Church Stewart Memorial CME Church
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Coalition Coordinator: Alice Jenkins  
 777 Indiana Avenue, Suite 4  
 Indianapolis, IN, 46202  
 317.876.9578 (Phone)  
 317.876.7588 (Fax)  
 ajenkins7@comcast.net

Martin University  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$200,000

Blackburn Clinic Neighborhood Advisory Group Emmanuel Baptist Church Flanner House Indiana University Nicotine Dependence Prog. Indianapolis Chapter Indiana Black Expo Indianapolis Public School Little Red Door Cancer Agency Marion County Health Department Martindale Brightwood Neighborhood Org.	Oasis of Hope Baptist Church Overcoming Church Parents for Affordable Childcare Perry Meridian Middle School St. Rita's Parish Wishard Stop Smoking Program
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Coalition Coordinator: Sue Sheridan  
 2171 Avondale Place  
 Indianapolis, IN, 46218  
 317.917.3339 (Phone)  
 317.543.4790 (Fax)  
 Sheridan@martin.edu



Parents for Affordable Child Care  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$75,200

Auntie Mame's Child Development Center  
Fahondzi Sugar Plum Day Care Center  
Fuzzie Bear Child Care Center  
Dena's Child Care Center  
Laurelwood Family Investment Child Care Center  
Eastern Star Church Day Care ministry  
Christ Temple  
Jones tabernacle  
Dena's airport child care center

Coalition Coordinator: Arlana N. Jordan  
8307 N. Perimeter Road  
Indianapolis, IN, 46241  
317.481.0410 (Phone)  
317.299.2938 (Fax)  
ins310@aol.com

# Marshall County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 20.7%

## Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
	Plymouth		
	Argos		
Party/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$60,000

## Community-based Tobacco Control Coalition

Cancer Association of Marshall County	
Former State Representative / Mayoral Candidate Gary Cook	
Hearts and Hands	
Marshall County Health Department	
Plymouth School Board	
Saint Joseph's Regional Medical Center, Plymouth	
Triton School System	
Women's Care Center	

Coalition Coordinator: Women's Care Center  
 Jennifer Hunsberger  
 112 W. Washington Street  
 Plymouth, IN, 46563  
 574.936.5141 (Phone)  
 574.936.3842 (Fax)  
[womenscareply@hoosierlink.net](mailto:womenscareply@hoosierlink.net)

## Martin County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 17.6%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Party/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$26,300

## Community-based Tobacco Control Coalition

Daviess Community Hospital	
Governor's Commission for a Drug Free Indiana	
Hoosier Uplands Economic Development Corporation	
Loogootee Community School Corporation	
Loogootee Police Department	
Martin County Chamber of Commerce	
Martin County Extension Service	
Martin County Health Department & VMC	
Martin County Local Coordinating Council	
Martin County Office Family & Children	
Martin County Sheriff's Department	
Memorial Hospital (of Jasper)/Martin County Health Care Center	
Shoals Community School Corporation	
State Excise Police	
Community Learning Center	
Workforce Development	
Loogootee Christian Church	
Martin County Community Foundation	
Martin County 4-H council	

Coalition Coordinator: Hoosier Uplands Economic Development Corporation  
 Jade Luchauer  
 P.O. Box 9  
 Mitchell, IN 47446  
 812.849.4447 (Phone)  
 812.849.0627 (Fax)  
[luchauer@hoosieruplands.org](mailto:luchauer@hoosieruplands.org)

# Miami County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 27.8%

## Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Buildings	\$500 fine	10/2002
<b>City Buildings</b>			
<b>Schools</b>			
	Peru Community		
	<del>Macotaquah</del>		
	North Miami		
<b>Park/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$54,500

## Community-based Tobacco Control Coalition

Dukes Memorial Hospital	Miami County School Nurses
Girls Scouts	North Miami School Corporation
Governor's Commission	Peru Police Department
LCC	Peru School Corporation
Miami County Court	Purdue Cooperative Extension, Youth Development
Miami County Health Department	
Miami County of Nations	
Miami County Physicians	
Miami County Physicians	
Miami County Pre-Natal Clinic	

Coalition Coordinator: Dukes Memorial Hospital  
 Andria Helm  
 P.O. Box 366  
 Mexico, IN, 46958  
 765.985.3700 (Phone)  
 765.475.8530 (Fax)  
 imsmokefree@myvine.com

Miami Nation of Indians of the State of Indiana, Inc.  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$10,500

Miami Nation of Indians of the State of Indiana  
Wayman AME Church  
Mount Herman Baptist Church  
New Perspective MHC

Coalition Coordinator: Miami Nation of Indians

80 W. 6<sup>th</sup> Street, P.O. Box 41  
Peru, IN, 46970  
765.473.9631 (Phone)  
765.472.4162 (Fax)  
[peg\\_finance@yahoo.com](mailto:peg_finance@yahoo.com)

## Monroe County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 17.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County buildings	County Health Dept.	1993
<b>City Buildings</b>			
	City buildings	County Health Dept.	1993
<b>Schools</b>			
	Monroe County Community School Corporation		1991
	Richland Bean Blossom Consolidated School Corporation		1995
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
County Ordinance	Public Places		1993; 8/2003

Annual County Funding 2002-2003: \$138,500

### Community-based Tobacco Control Coalition

Alcohol Drug Info Center	Monroe County Community School Corp.
American Cancer Society	Monroe County Health Department
Bloomington Hospital	Monroe County Prevention Coalition
Bloomington Housing Authority	Monroe County Prosecutor
Bloomington Parks and Recreations	Monroe County Youth Services Bureau
CARES	Rhine's Youth Center
City of Bloomington Comm. & Family Resources Dept.	Wonder Lab
Community Health Care Foundation	
Indiana University Alcohol & Drug Peer Educators	
Indiana University Health and Wellness	
Indiana University Public Health Education	

Coalition Coordinator: Bloomington Hospital and Healthcare Systems

Ted Jackson  
 P.O. Box 1149  
 Bloomington, IN, 47402  
 812.353.9595 (Phone)  
 812.353.5223 (Fax)  
 tjackson@bloomhealth.org

## Montgomery County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 28.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Crawfordsville Community Schools		11/2002
	North Montgomery School corporation		7/2003
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$55,500

### Community-based Tobacco Control Coalition

American Health Network	Montgomery County Leadership Academy
Athens Medical Group	North Montgomery Schools
Boys & Girls Club of Montgomery County	South Montgomery Schools
Crawfordsville Community Schools	St. Clare Medical Center
Cummins Mental Health Centers, Inc.	SYNERGY Interagency Council
Even Start	Youth Service Bureau
Montgomery County Alternative Schools	WIMC/WCVL/MCXJ Radio

Coalition Coordinator: Montgomery County AHEAD Coalition, Inc.

Kelly Trusty  
 RR #4, P.O. Box 251  
 Crawfordsville, IN, 47933  
 765.339.7987 (Phone)  
 765.339.7966 (Fax)  
 ahead@tctc.com



## Morgan County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 25.1%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	MS D of Martinsville		
	Mooreville Consolidated School Corp		
	Monroe-Gregg School Corp		
	Eminence Consolidated		
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$73,200

### Community-based Tobacco Control Coalition

American Cancer Society	Mooreville Consolidated School Corporation
Barbara B. Jordan YMCA	Morgan County Office of Family
Community Service Center of Morgan County	Morgan County Sheriff's Department
Eminence High School	Morgan Hospital and Medical Services
Family Service Coordination	Morgantown Town Marshall
Glean & Glimmer Antiques	Paragon Town Marshall
Juvenile Officer's Association	The Haven Youth Center
Martinsville Police Department	
Metropolitan School District of Martinsville	
Monroe-Gregg Schools	

Coalition Coordinator: Prime Time of Morgan County

Sandra Theibe  
61 N. Jefferson, Site 5  
Martinsville, IN, 46151  
765.342.1013 (Phone)  
765.349.9021 (Fax)  
primetime@rnetinc.net

## Newton County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northwest: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 36.2%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	City Buildings	Law Enforcement Officials / Class C Infraction	7/1999
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
	Beaver Township	Law Enforcement	7/1999

Annual County Funding 2002-2003: \$26,300

### Community-based Tobacco Control Coalition

Faithworks of Newton County
Jasper County Step Ahead
Newton County Economic Development
Newton County Health Department
Partners for a Drug Free Jasper County
Wabash Valley Mental Health Center

Coalition Coordinator: Coalition for a Drug Free Newton County

Gene Bell  
 1123 West 250 North  
 Morocco, IN, 47963  
 219.285.6320 (Phone)  
 genebell12@hotmail.com

## Noble County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northeast: 21.3%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 25.0%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	West Noble		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$60,700

### Community-based Tobacco Control Coalition

Central Noble Schools	Volunteers
Drug-Free Noble County	West Noble Schools
East Noble Schools	
Noble County Health Dept.	
Noble County Sheriffs Dept.	
Noble County Superior Court	
Noble County Teen Court	
Parkview Noble Hospital	
Purdue Extension Office	

Coalition Coordinator: Drug Free Noble County

Jennifer Rinker  
 100 East Main Street  
 Albion, IN, 46701  
 260.636.3365 (Phone)  
 260.636.6861 (Fax)  
[JrinkerTC@netscape.net](mailto:JrinkerTC@netscape.net)

Templo Betel

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$12,200

Templo Betel Assemblies of God  
Drug Free Noble County  
Tobacco Free Noble County  
Let's Tacos  
El Paraiso  
Gilberto Perez... Northeastern Center  
Honorable Judge Michael Kramer  
Jose Marin  
Prevention Partners

Coalition Coordinator: Dina Peña  
P.O. Box 313  
Ligonier, IN, 46767  
260.894.7234 (Phone)  
260.894.7722 (Fax)  
drpmart@yahoo.com

## Ohio County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 24.6%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$26,300

### Community-based Tobacco Control Coalition

American Cancer Society	Ohio County Library
Big Brother/Big Sister	Rising Sun Ohio County School Corp.
Community Mental Health	Rising Sun Police Department
Historic Downtown	Rising Sun/Ohio Co. Park Board
Learning Tree of Ohio Co.	Rising Sun/Ohio Co. Tourism Bureau
Ohio Co. Community Foundation	
Ohio Co./Rising Sun Chamber of Commerce	
Ohio County Dept. of Family and Children	
Ohio County Extension Service	
Ohio County Health Department	

Coalition Coordinator: Ohio County Community Foundation in Cooperation with

Beth Terrill  
 PO Box 170  
 Rising Sun, IN, 47040  
 812.438.2373 (Phone)  
 812.439.9488 (Fax)  
[Janie.eldrige@ces.purdue.edu](mailto:Janie.eldrige@ces.purdue.edu)

## Orange County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 30.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
Several Restaurants: -7 County restaurants are completely smoke free (patrons and employees) <del>11 restaurants are smoke free</del>	Paoli, French Lick and Orleans		varies

Annual County Funding 2002-2003: \$44,300

### Community-based Tobacco Control Coalition

Hoosier Hills PACT
Bloomington Hospital of Orange Co.
Child health Project
Families in Action
Mid-Southwestern Area of the American Cancer Society
Orange Co. Extension Office
Orange County Relay of Life
Southern Hills Counseling Center

Coalition Coordinator: PACT, Inc; dba Hoosier Hills PACT

Lou Getman  
 205 East Main Street, suite 3  
 Paoli, IN, 47454  
 812.723.2621 (Phone)  
 812.723.2541 (Fax)  
 lgpact@yahoo.com

## Owen County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Centralwest: 32.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 27.1%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse		1996
	Public County Buildings		3/2002
<b>City Buildings</b>			
	Spencer Municipal		
<b>Schools</b>			
	Spencer – Owen Community		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$45,800

### Community-based Tobacco Control Coalition

Hamilton Center	Owen Valley Alternative Schools
Maternal Child Health Services and WIC	Owen Valley High School
Owen County Court System	Owen Valley Middle School
Owen County Family YMCA	Sheriff's Department
Owen County Health Department	
Owen County Learning Network	
Owen County Probation Department	
Owen County Step Ahead	
Owen County YMCA Board of Directors	

Coalition Coordinator: Owen County Family YMCA

Teena Jennings  
575 5<sup>th</sup> Avenue  
Spencer, IN, 47460  
812.828.9622 (Phone)  
812.828.9329 (Fax)  
teejenn@yahoo.com



## Parke County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 32.9%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$43,000

### Community-based Tobacco Control Coalition

Billie Creek Village	
Family Health & Help Center	
Hamilton Center	
Parke County Health Department Nursing Division	
Parke County Local Coordination Council	
Purdue Cooperative Extension	

Coalition Coordinator: Partners Coalition for Tobacco Prevention and Cessation

Susie Waymire  
 109 South Jefferson Street  
 Rockville, IN, 47872  
 765.569.4008 (Phone)  
 765.569.1917 (Fax)  
[susiewaymire@hotmail.com](mailto:susiewaymire@hotmail.com)

## Perry County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 31.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse		3/1996
	Perry County Jail		
	Perry County Memorial Hospital		
<b>City Buildings</b>			
	Tell City Hall		
<b>Schools</b>			
	Cannelton City Schools		
	Perry Central Community Schools		
	Tell City - Troy Township Schools		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
Branchville Correctional Facility	Indiana D.O.C.		
Lincoln Hills Development Corporation			

Annual County Funding 2002-2003: \$44,000

### Community-based Tobacco Control Coalition

American Cancer Society	Perry County Substance Abuse Committee
Cannelton City Schools	Purdue Extension
Lincoln Hills Development Corporation	Southern Hills Counseling Center, Inc.
Perry / Spencer Step Ahead	Tell City-Troy Township School Corporation
Perry Central Schools	Tell City Police Department
Perry County Health Department	
Perry County Memorial Hospital	

Coalition Coordinator: Perry County Tobacco Prevention & Cessation Committee Substance  
 c/o Perry County Substance Abuse Committee  
 John H. Godare, Jr.  
 P.O. Box 442  
 Tell City, IN, 47586-0442  
 812.836.2853 (Phone)  
 pctobacco@psci.net

## Pike County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest 25.6%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 22.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Buildings and vehicles		2/1994
<b>City Buildings</b>			
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$26,300

### Community-based Tobacco Control Coalition

American Cancer Society	
Governor's Commission local consultants	
Indiana State Police	
Pike County Health Department	
Pike County Office - Division of Family and Children	
Pike County School Corporation	
Purdue Extension Office - Pike County	
Southwest Health Center	

Coalition Coordinator: Pike County Tobacco Coalition  
 Renea Kroeger  
 801 Main Street, Courthouse  
 Petersburg, IN, 47567  
 812.354.8797 (Phone)  
 812.354.2532 (Fax)  
 healthdp@gte.net

## Porter County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northwest: 33.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 17.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All County Buildings	County Commissioners	1994
<b>City Buildings</b>			
All	Kouts		
	Burns Harbor		
	Porter		
Designated areas only	Chesterton		1994
	Valparaiso		
	Portage		
<b>Schools</b>			
	Duneland	School board	
	East Porter		
	Porter Township		
	Union Township		
	Valparaiso		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
University including all buildings, vehicles and residence halls, excludes grounds.	Valparaiso University	Campus police and R.A.'s	Residence halls in 2002

Annual County Funding 2002-2003: \$154,500

Community-based Tobacco Control Coalition

American Cancer Society	Opportunity Enterprises, Inc.
Boone Grove Schools	Portage Adult Education
Boy Scouts Dunes Moraine District	Portage Community School Corp.
Boys and Girls Clubs of Porter County	Portage Park Department
Care Counseling	Portage Township YMCA
Christian Community Action Coalition	Porter County Health Department
Duneland School Corporation	Porter County Substance Abuse Council
Duneland YMCA	Porter County VOICE
East Porter County Schools	Porter Memorial Health Systems
Governor's Commission for Drug-Free Indiana	Porter - Starke Services
Hilltop Community Health Center	Smokefree Indiana
Indiana Regional Council of Carpenters	Union Township Schools
Kouts School Corp.	Valparaiso Community Schools
League of United Latin American Citizens	Valparaiso University College of Nursing
Moraine House	Valparaiso YMCA
Morgan Township High School	Washington Township Schools
	Wellness Council of Indiana

Jeanne.hayes@valpo.edu

League of United Latin American Citizens, Council #5016

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$27,800

List of coalition members  
Portage Food Pantry  
LULAC #5016  
CAPABLE Program  
Portage Adult Education  
Portage Township Schools  
Smokefree Indiana

Coalition Coordinator: Linda Lundewall  
6116 Canary Avenue  
Portage, IN, 46368  
219.763.1061 (Phone)  
pantrylin@aol.com

## Posey County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 19.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Mt. Vernon School District		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
Mt. Vernon Alexandria Library	Mt. Vernon		5/1/03

Annual County Funding 2002-2003: \$49,000

### Community-based Tobacco Control Coalition

American Cancer Society	Posey County Probation Office
1st Church of Nazarene	Posey County Sheriff's Office
Ackerman Chiropractic and Fitness Center	Poseyville Police Department
Chris's Pharmacy	Promoting A Drug Free Community In Posey County, Inc.
Circuit Court Probation	Prosecutor's Office
CVS Pharmacy	Purdue Extension Office
Indiana Criminal Justice Institute	S.W. Indiana Mental Health Center
Mt Vernon Medical Center	Solid Waste District
Mt. Vernon School District	Step Ahead Council
New Harmony Police Department	The American Red Cross - Posey County
New Harmony School District	Visiting Nurse Association
North Posey School District	Women Infants and Children
Parks and Recreation Department	Youth First
Posey County Health Department	Youth Service Bureau
Mt. Vernon Police Department	Posey Co. 4-H

Coalition Coordinator: Promoting a Drug Free Community in Posey County, Inc

Martha Caine  
1601 East Michigan Apt. D  
Evansville, IN, 47711  
812.476.1471 (Phone)  
812.476.1471 (Fax)  
itpcsmokefree@hotmail.com

# Pulaski County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 25.7%

Tobacco-Related Policies and Ordinances: none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$26,300

## Community-based Tobacco Control Coalition

American Cancer Society	Pulaski County Human Services
Chamber of Commerce	Step Ahead Council
Division of Family and Children	West Central Schools
Drug Free Local Coordinating Council	
Eastern Pulaski Schools	
Four County Counseling	
Health Department	
Juvenile Justice Enforcement Coalition	
KV Works	
Probation Department	

Coalition Coordinator: Pulaski Memorial Hospital

Jean Widup  
P.O. Box 279  
Winamac, IN, 46996  
574.946.6017 (Phone)  
574.946.3209 (Fax)  
fawidw@pwrhc.com

## Putnam County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Centralwest: 32.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 31.9%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
	City Hall		2/2003
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$54,500

### Community-based Tobacco Control Coalition

American Cancer Society
Johnson-Nichols Health Clinic
Maternal Child Health Services and WIC
Mental Health Association of Putnam County
PIE Coalition
Putnam County Hospital
Putnam County Youth Development
Putnam County Board of Health

Coalition Coordinator: Putnam County Hospital  
 Angela Burden, LC SW  
 1542 S. Bloomington Street  
 Greencastle, IN, 46135  
 765.655.2897 (Phone)  
 866.653.6565 (Toll free phone)  
 765.655.2825 (Fax)  
 aburden7@yahoo.com



## Randolph County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-east: 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 27.9%

### Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$49,200

### Community-based Tobacco Control Coalition

St. Vincent/Randolph Hospital	
American Cancer Society	
Cardiopulmonary Services	
Fiddler Memorial Medical Pavilion	
Randolph County Health Department	
Randolph County Sheriff Department	
Ridgeville Police Department	
Union City High School	
Wellness Services	
YMCA	

Coalition Coordinator: St. Vincent Randolph Hospital  
 Debbie McGriff-Tharp  
 409 Greenville Avenue  
 Winchester, IN, 47394  
 765.584.0745 (Phone)  
 765.584.0470 (Fax)  
 tobaccofreerandolph@hotmail.com

## Ripley County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southeast 33.0%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 20.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Jail		
	Government buildings		
<b>City Buildings</b>			
<b>Schools</b>			
	South Ripley School Corp		
	Milan School Corp		
	Batesville Community School Corp		
	Jac Cen Del School Corporation		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
Southern Indiana YMCA	Batesville		

Annual County Funding 2002-2003: \$48,700

### Community-based Tobacco Control Coalition

The Ripley County Health Department	Purdue Coop Extension Agency
American Cancer Society	Ripley City Emergency Medical Services
Batesville Community School	Ripley County Child Abuse Prevention
Batesville Tool and Die, Inc.	Ripley County Sheriff's Department
Eagle Radio Station	Ripley Publishing Office
Family Connections	South Ripley School Corporation
Farm Bureau Insurance	St. Louis Catholic School
Jac Cen Del School Corporation	Sunman Elementary School
Margaret Mary Community Hospital	The Community Mental Health Center
Maternal Child Health Services and WIC	The Ripley County Commissioners
Osgood Kiwanis	Milan School Corporation

Coalition Coordinator: Ripley County Health Department

Vicky Powell/ Pat Thomas

102 West 1<sup>st</sup> North Street

Versailles, IN, 47042

866.933.0925/ 812.689.5751 (Phone)

812.689.3909 (Fax)

[vpowell@seitata.com](mailto:vpowell@seitata.com), [p.thomas@msn.com](mailto:p.thomas@msn.com)

## Rush County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 23.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse		1/1999
<b>City Buildings</b>			
	City Hall		
	Police Dept		
	Fire Dept		
	Street Dept		
<b>Schools</b>			
	Rush County		
<b>Parks/Recreational Facilities</b>			
	Park Dept		
<b>Other</b>			

Annual County Funding 2002-2003: \$43,600

### Community-based Tobacco Control Coalition

Rush County Schools	Boys and Girls Club of Rush County
Rush Memorial Hospital	
Rush County Chamber of Commerce	
Rushville Police Department	
Rushville Fire Department	
Indiana State Police	
Step Ahead	
Parent	
LCC	

Coalition Coordinator: Rush County Schools/Local Coordinating Council

Tammy Jackman  
 6513 South Base Road  
 Milroy, IN, 46156  
 765.932.5316 (Phone)  
 765.932.4164 (Fax)  
[stepahead@lightbound.com](mailto:stepahead@lightbound.com)

## Scott County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 37.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
Court House	Government Buildings	Supervisor/ Employer	
<b>City Buildings</b>			
All City Buildings	City Buildings	Supervisor/ Employer	2/2001
<b>Schools</b>			
	Scott Co. School District I		
	Scott Co. School District II		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
25% of restaurants			

Annual County Funding 2002-2003: \$46,500

### Community-based Tobacco Control Coalition

American Cancer Society	Scott County Health Department
Austin City Police Department	Scott County Ministerial Association
Austin Elementary School	Scott County Prosecutors Office
Austin High School	Scott County Sheriff's Department
Austin Middle School	Scottsburg Elementary School
CASA	Scottsburg Mayors Office
F.H.A.	Scottsburg McDonald's
Jeeves & Company	Scottsburg Middle School
Ohio Valley Opportunities	Scottsburg Police Department
Scott Area Ministerial Association	Scottsburg SADD High School
Scott County Children's Health Clinic	Youth for Christ
Scott County Family YMCA	

Coalition Coordinator: Scott County Family YMCA

Sondra Hook  
805 Community Way  
Scottsburg, IN, 47170  
812.752.7239 (Phone)  
812.752.3260 (Fax)  
shookymac@hotmail.com

## Shelby County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-Indy: 26.6%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 27.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Court House		
	Criminal Justice Center		
<b>City Buildings</b>			
	Shelbyville City Hall		
<b>Schools</b>			
	Shelbyville Central		
	Northwestern Schools Shelby Co.		
	Southwestern Consolidated		
	Shelby Eastern		
<b>Parks/Recreational Facilities</b>			
	Shelbyville Pop Club		
	Girls Inc.		
<b>Other</b>			

Annual County Funding 2002-2003: \$59,000

### Community-based Tobacco Control Coalition

City of Shelbyville	Shelby County Relay for Life
Community Corrections	Shelby County Step Ahead
Family Services and Prevention Programs	Shelby Eastern Schools
Girls Inc	Shelbyville Boys Club
Major Hospital	Shelbyville Central Schools
Northwestern Schools of Shelby Co.	Shelbyville Parks & Recreation
Shelby Co Sheriffs Dept	Shelbyville Police Dept
Shelby County Drug Free Coalition	Southwestern Consolidated Schools
Shelby County Prenatal Care	
Shelby County Prosecutors Office	

Coalition Coordinator: Shelby County Drug Free Coalition

Kim Herndon

P.O. Box 652

Shelbyville, IN, 46176

317.398.3135 (Phone)

317.398.7469 (Fax)

shelbycc@lightbound.com

## Spencer County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 21.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	North Spencer School Corp		
	South Spencer School Corp		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$44,900

### Community-based Tobacco Control Coalition

American Cancer Society	
Lincoln Hills Development Corporation	
North Spencer School Corporation	
Perry / Spencer Step Ahead	
South Spencer School Corporation	
Spencer County Health Department	
Spencer County Local Coordinating Council	
Spencer County Office of Family & Children	
Spencer County Purdue Extension Office	
TRI-CAP	

Coalition Coordinator: Perry / Spencer Step Ahead / Lincoln Hills Development Corporation  
 Kay Kleeman  
 P.O. Box 427, 1140 31<sup>st</sup> Street  
 Tell City, IN, 47586  
 812.547.2299 (Phone)  
 kgkleeman@psci.net

## St. Joseph County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 15.1%

Tobacco-Related Policies and Ordinances- none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$292,000

### Community-based Tobacco Control Coalition

Alcohol and Addictions Resource Center	Mishawaka Police Department
American Cancer Society	Neighborhood Council
Burkhart Advertising	Penn, Harris, Madison School Corp
City of Mishawaka	Prenatal Exposure Prevention Project
City of South Bend	Saint Joseph Regional Medical Center
Clay Fire Territory	South Bend Community School Corp
Coalition of Minority Organizations and Leaders	South Bend District Hygienists - Association
Community Coordinated Child Care (4C's)	South Bend Police Department
Community Religious Effort	South Bend Tribune
CONNECT - Council of Clinics including:	St Joseph Chamber of Commerce
a. Chapin Street Clinic	St Joseph County Health Department
b. Healthy Families of Mishawaka	St Joseph County Healthy Families
c. Indiana Health Center	St Joseph County Hospice
d. Project Homecoming	St Joseph County Medical Society
e. Southeast Clinic	St Joseph County Minority Health Coalition
f. Center for the Homeless Clinic	St Joseph County Prosecuting Attorney's Office
g. Family Practice and Residency Clinic	St Joseph County Sheriff's Department
h. Osteopathic Family Residency	Strengthening Families Council
Drug Free Community Council	United Health Services
Elkhart County Health Department	United Way
Indiana State Excise Police	University of Notre Dame IRISHealth
Indiana University at South Bend	University of Notre Dame Office of Alcohol and Dr
Juvenile Justice Center	WNDU
Madison Center and Hospitals	Women's Alliance
Memorial Hospital and Health Systems, Inc.	Women's Care Center
Memorial's Leighton Center	WSBT
Memorial's Health Discovery Center	Youth Development Council

Coalition Coordinator: Healthy Communities Initiative of St. Joseph County  
Amy Clifford  
401 East Colfax, Suite 310  
South Bend, IN, 46617  
574.239.8585 ext. 317 (Phone)  
574.289.0358 (Fax)

St. Joseph County Minority Health Coalition  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$163,800

Greater Holy Temple Indiana Black Expo-South Bend Chapter Interfaith Christian Union LULAC (League of United Latin Americans Council) Minority & Women Business Development Council Pentecostal Cathedral <u>St. Joseph County Health Dept.</u> <u>St. Joseph County Police Dept.</u> St. Joseph Regional Medical Center and Community Outreach Urban Youth Services YMCA St. Joseph Minority Health Coalition
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Coalition Coordinator: Sheral Anderson  
PO Box 4234  
South Bend, IN, 46634-4234  
574.239.5290 (Phone)  
574.239.2589 (Fax)  
sherland@aol.com



## Starke County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: North-Central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 35.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Starke County Annex Building		3/1995
	Starke county Public Library		4/1996
<b>City Buildings</b>			
	Knox Post Office		
	Koonitz Lake Library		4/1996
	North Judson Library		4/1996
	Hamlet Library		4/1996
	San Pierre Library		4/1996
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
	Knox Community Center		
<b>Other</b>			
	Starke Memorial Hospital		10/2001

Annual County Funding 2002-2003: \$ 46,900 (Funding received February 2003)

### Community-based Tobacco Control Coalition

Starke County LCC – Judge David Matsey
Starke County LCC – Todd Cummins
Starke County Environmental
Community in Schools

Coalition Coordinator: Tobacco Free Starke County  
 Camille Cummins  
 3415 E. Country Lane South  
 Knox, IN, 46534  
 574.772.3353 (Phone)  
 camillecummins@earthlink.net

# Community-based Tobacco Control Coalition

Angola Police Department	Parents
Breeden YMCA	Prairie Heights Schools
Cameron Treatment Center	St. Anthony of Padua Catholic Church
Four County Transitional Living	Steuben Step Ahead
Fremont Community Schools	Steuben Community Foundation
Governor's Commission	Steuben County Probation Dept.
Hamilton Schools	Steuben County Prosecutor's Office
Indiana State Police	Steuben County Sheriffs Dept.
MSD of Steuben County	Tri-State University
Northeastern Center	Turning Point Shelter

Coalition Coordinator: Drug Free Steuben County  
 Debby Pontecorvo  
 60 Lane 163, Crooked Lane  
 Angola, IN, 46703  
 260.668.8861 (Phone & Fax)  
 dpontecorvo@hotmail.com

## Sullivan County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west 32.0%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 21.5%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Co. Buildings except Highway Departments	Management and Employees	4/1996
<b>City Buildings</b>			
<b>Schools</b>			
	Southwest School Corp	Principal and Assistant Principal	1995
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
	Hamilton Center	Management	1/1997
	Sullivan County	Administration and	8/1991

Annual County Funding 2002-2003: \$45,800

### Community-based Tobacco Control Coalition

Afternoon Rocks DSA 11
American Cancer Society
C.H.A.N.C.E.S...for Indiana Youth
Counsel
Milburn Pharmacy
Sullivan County Hamilton Center
Sullivan County Local Coordination
Sullivan County Community Hospital
Sullivan High School
Union High School

Coalition Coordinator: C.H.A.N.C.E.S for Indiana Youth

Billie Kaufman  
 Kelly Center, 444 S. 8<sup>th</sup> Street  
 Terre Haute, IN, 47807  
 812.232.5190 (Phone)  
 812.234.0711 (Fax)  
 billie@cfiy.org

## Switzerland County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Regional smoking prevalence: Southeast: 33.0%

Percent of women in County who report smoking during pregnancy: 28.4%

Tobacco-Related Policies and Ordinances-none to report

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$26,300

## Community-based Tobacco Control Coalition

Community Mental Health Center	Switzerland County Foundation
Governor's Commission for a Drug Free Indiana	Switzerland County Nurse Managed Clinic - Health
Kings Daughters Hospital	Switzerland County Schools
Kings Daughters Physician	Vevay Assembly (Church)
Lifetime Resources	
Maternal Child Health Services and WIC	
School Nurse	
Switzerland County Awareness Team (SCAT)	
Switzerland County Extension Office	
Switzerland County First Steps	

Coalition Coordinator: Switzerland County Nurse Managed Clinic/Health Department

Bev Aufdenkamp  
 727 US Highway 56, Suite 300  
 Vevay, IN, 47043  
 812.594.9958 (Phone)  
 812.427.3246 (Fax)  
[kristawatt@msn.com](mailto:kristawatt@msn.com)

## Tippecanoe County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west 32.0%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 13.0%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All county buildings	Department heads	1993
<b>City Buildings</b>			
	City Hall and all city owned buildings and vehicles	Health & Safety Manager	1995
<b>Schools</b>			
Central Catholic	Entire campus and transportation vehicles	Teachers/ Coaches/Staff	July 2000
<b>Parks/Recreational Facilities</b>			
	All buildings	Department heads	1993
<b>Other</b>			
Eli Lilly	All tobacco products. All company property	Human Resources	1999
SIA (Subaru/Isuzu)	Completely smoke-free indoors	Management Personnel	January 1994
Ivy Tech State College	All buildings, two designated areas outdoors	Security Personnel	July 1996
Purdue University	All buildings and residence halls.	Deans/Directors/Department heads/Facilities personnel	1991, revised 1997. Residence halls effective Fall 2001.

Annual County Funding 2002-2003: \$155,900

### Community-based Tobacco Control Coalition

American Cancer Society	Lincare, Inc.
Arnett Health Plans	Minority Health Coalition of Tippecanoe Co.
Boys & Girls Club	Prenatal Substance Abuse Prevention Prog
Coalition for a Safe and Drug Free Tippecanoe County	Purdue Employee Wellness
Comm. & Family Resources Ctr: Hispanic Outreach Program	Purdue Student Health Center - Student We
Community & Family Resources Center	Purdue University School of Nursing
Community Health Clinic	Supertest Service of Indiana
Carpenter's Union	Tecumseh Area Partnership, Incorporated
Excise Police	Tippecanoe Community Health Clinic, Inc.
Family Services, Incorporated	Tippecanoe County Health Department
Greater Lafayette Health Services	Tippecanoe School Corporation
Great Skates Family Fun Center	West Lafayette Junior and Senior High Sch
Indiana State Police	Youth Advisory Council
Latino Coalition & Girl Scouts	

Coalition Coordinator: Coalition for a Safe and Drug Free Tippecanoe County  
 Kathy Walker  
 100 Saw Mill Road; Suite 2200 - D  
 Lafayette, IN, 47905  
 765.471.4680 (Phone)  
 765.471.4679 (Fax)  
[tcptippecanoe@wintek.com](mailto:tcptippecanoe@wintek.com)

Minority Health Coalition of Tippecanoe County, Inc.  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$32,000

Abundant Love Outreach Church	
Bethel A.M.E.	
Community & Family Resource Center	
Hanna Community Center	
Jefferson High School	
Second Baptist	
Word of Life Fellowship Church	

Coalition Coordinator: Thometra Foster  
 3884 Penbrook Lane  
 Lafayette, IN, 47905  
 765.446.7920 (Phone)  
 765.446.0121 (Fax)  
[Minority.health@verizon.net](mailto:Minority.health@verizon.net)

Community and Family Resource Center - Centro Hispano  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$25,800

Latino Coalition of Tippecanoe County	

Coalition Coordinator: Aline Hernandez  
 330 Fountain Street  
 Lafayette, In 47902-1186  
[ahhernandez@cfrc.org](mailto:ahhernandez@cfrc.org)  
 765.742.5046

### Tipton County

Indiana adult smoking prevalence: 27.7%

Regional smoking prevalence: Central Indy: 26.6%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 20.2%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			

Annual County Funding 2002-2003: \$ 42,600

### Community-based Tobacco Control Coalition

AcraLine, Inc. American Cancer Society Boys & Girls Club Governor's Commission for a Drug Free IN Individual Concerned Citizens Mustard Seed Northern Community Scholl Corporation St John's Catholic School	Tipton At Home Tipton Care & Counseling Tipton Community School Corporation Tipton County Health Department Tipton County Health Ministry Tipton County Memorial Hospital Tipton County Ministerial Association Tipton County Teen Pregnancy Coalition Tipton County Council on Alcohol, Tobacco and Other Drugs
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Coalition Coordinator: Carolyn Townsend  
 1000 South Main Street  
 Tipton, IN 46072  
 765.675.8256  
 ctownsend256@hotmail.com

# Union County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-east: 30.4%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 16.7%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$26,300

## Community-based Tobacco Control Coalition

Community Care in Union County, Inc.
Good Neighbor Society
Kids World/Head Start Child Care
Liberty Presbyterian Church
Union County Future Farmers of America
Union County Health Department
Union County/C ollege Corner Joint School District
Women, Infants, and Children

Coalition Coordinator: Community Care in Union County

Beverly Spurlin  
302 Harrison Street  
Liberty, IN, 47353  
765.458.5553 (Phone)  
765.458.7492 (Fax)  
bev.spurlin@verizon.net



## Vanderburgh County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest 25.6%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 23.7%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Government		
<b>City Buildings</b>			
	Evansville City		
<b>Schools</b>			
	Evansville Christian		
	Memorial High School		
	Water Dei		
	Evansville Day School		
<b>Parks/Recreational Facilities</b>			
	Burdette Park Pool		
<b>Other</b>			
Deaconess Hospital everywhere except designated outdoor shelter		Not enforced	
St. Mary's Medical Ctr. – everywhere except designated outdoor shelter		Not enforced	
Raben Tire			
American General			
Lowe's			
Crescent Plastics			
R/C Cola			
Eastland Mall			
114 smokefree restaurants			
Indiana Business College – buildings			
University of Southern Indiana – buildings			
University of Evansville – buildings			
Ivy Tech – buildings			

Annual County Funding 2002-2003: \$234,498

Community-based Tobacco Control Coalition

American Cancer Society	Perinatal Advisory Board
American Heart Association	Pharmacist
American Red Cross	PIP Printing
Deaconess Hospital	Respect, Inc
ECHO Health Care Center	St. Mary's Heart Institute
Empty Pack Coalition	St. Mary's Medical Center
Evansville / Vanderburgh School Corporation	Substance Abuse Council
Family Partnership Against Drugs	Tri-Cap
Governor's Commission for Drug Free Indianan	Vanderburgh County Health Department
Home Run Against Drugs	Vanderburgh Co. Mental Health Association
Impact Ministries	YMCA
IU Med Center	Youth First Foundation
Kappa Alpha Psi	Youth Resources
Minority Health Coalition	Youth Service Bureau
Patchwork Central	

Lynda Heines  
 1605 John Street  
 Evansville, IN, 47714  
 812.467.0728 (Phone)  
 812.467.0738 (Fax)  
[lynda@smokefreecommunities.org](mailto:lynda@smokefreecommunities.org)

Evansville Minority Tobacco Prevention and Cessation Project  
 Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$65,600

American Cancer Society	Vanderburgh County Grassroots Prevention Coalition
Black Leadership Conference	Vanderburgh County Minority Health Coalition
	Respect, Inc.
Carver Community Organization	YMCA
Community Action Program of Evansville	
Evansville Black Coalition, Inc.	
Evansville Housing Authority	
Evansville Minister's Wives Council	
Impact Ministries	
Memorial Community Development Corp.	
New Birth Christian Church	

Coalition Coordinator: RESPECT, INC.  
 C/o Diane Clements  
 720 Lincoln Avenue  
 Evansville, IN, 47713  
 812.423.5291 (Phone)  
 812.423.5337 (Fax)  
[dclem19000@aol.com](mailto:dclem19000@aol.com)

## Vermillion County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 29.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
	Parker City		5/2003
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$42,700

### Community-based Tobacco Control Coalition

American Cancer Society	North Vermillion Schools
Hamilton Center Vermillion County	Purdue University Extension Office (4-H Council)
Local Coordinating Council for a Drug-Free Vermillion Co.	South Vermillion Schools
Governors Commission Students	Vermillion County Probation & Prosecutors Office
Newport Church of God	Vermillion County Sheriff's Department

Coalition Coordinator: Local Coordinating Council for a Drug-Free Vermillion County

Angela Taylor  
P.O. Box 14  
Newport, IN, 47966  
812.208.5708 (Phone)  
765.492.5836 (Fax)  
ataylor@mail.ccsdana.net

## Vigo County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Centralwest: 32.0%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 30.3%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$129,600

### Community-based Tobacco Control Coalition

American Cancer Society	Terre Haute City Police
Afternoons Rock in Indiana DSA 11	Vigo County Health Department
American Lung Association	Vigo County Local Coordinating Council
C.H.A.N.C.E.S. for Indiana Youth's Teen Court	Vigo County Minority Health Coalition
Governor's Commission for a Drug-Free Indiana	Vigo County School Corporation
Indiana State University	Youth as Resources
Maternal Health Clinic of Union Hospital	
Mental Health Association	
SIG Coalition for Grassroots Prevention	
Teen Court	

Coalition Coordinator: C.H.A.N.C.E.S. for Indiana Youth

Billie Kaufman  
 Kelly Center, 444 S. 6<sup>th</sup> Street  
 Terre Haute, IN, 47807  
 812.232.5190 (Phone)  
 812.234.0711 (Fax)  
[billie@cfiy.org](mailto:billie@cfiy.org)

Minority Health Coalition of Vigo County  
Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$37,400

Ila Churchill – Cessation Facilitator  
Valerie Craig – Mentoring Mothers Program  
Anjelica Dortch – Youth Programs  
Sanae Glendening – Vigo County School Corporation  
Makeeba Henderson – Cessation Facilitator  
Billie Kaufman – Tobacco Prevention and Cessation  
Ann Smith – Vigo County School Corporation  
LaNeece R. Williams – Minority Health Coalition of Vigo County Inc.  
Janice Williams – Tobacco Control Coordinator  
Tiffany Johnson – Tobacco Control Administrative Assistant

Coalition Coordinator: LaNeece R. Williams  
1628 Wabash Avenue  
Terre Haute, IN, 47803  
812.234.8713 (Phone)  
812.234.8718 (Fax)  
VMHC002@aol.com

## Wabash County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 22.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Court House		2002
	Jail		2002
	County Garage		2002
<b>City Buildings</b>			
	Police Department		2001
	City Office Buildings		2001
	City Courts		2001
<b>Schools</b>			
	Wabash City Schools		
	Metro Schools		
	North Manchester		
<b>Parks/Recreational Facilities</b>			
Manchester College			2000
<b>Other</b>			

Annual County Funding 2002-2003: \$53,800

### Community-based Tobacco Control Coalition

American Cancer Society	Wabash City Government
American Red Cross of Wabash County	Wabash City Police Department
Health Education, LLC	Wabash City Schools
Manchester Police Department	Wabash County Sheriff's Department
Peabody Retirement Home	Wabash County YMCA

Coalition Coordinator: Wabash County WASA, Inc  
 Skip Daughtry  
 P O Box 829  
 Wabash, IN, 46992  
 260.563.8821 (Phone)  
 260.563.3226 (Fax)  
 sdaughtry@bmins.com

# Warren County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-west: 32.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 21.3%

Tobacco-Related Policies and Ordinances-none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$26,300

## Community-based Tobacco Control Coalition

Community Action Program, Inc. of Western Indiana Metropolitan School District of Warren Co. American Cancer Society Governor's Commission for a Drug-Free Indiana (Fountain & Warren Co.) Southeast Fountain School Corp	Super Test Oil Company Covington Community School Corp. Warren Co. CAPE Initiative St. Vincent Williamsport Hospital Attica Consolidated School Corp.
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Coalition Coordinator: Community Action Program, Inc of Western Indiana  
Teresa Ramey  
418 Washington Street  
Covington, IN, 47932  
765.793.4881 (Phone)  
765.793.4884 (Fax)  
tramey@link2000.net

### Warrick County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest: 25.6%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 16.3%

#### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	Warrick County School Corp		10/1990
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			
21 smokefree restaurants	Warrick County		

Annual County Funding 2002-2003: \$64,499

#### Community-based Tobacco Control Coalition

American Cancer Society	St John's Catholic School / Church
Alcoa, Warrick Operations	St Mary's Warrick Hospital
Deaconess Women's Hospital	Tri-State Dental Hygienist
Governor's Commission for Drug Free Indiana	Warrick County Drug Free Council
Home Run Against Drugs	Warrick County Health Department
Mt. Gilead Baptist	Warrick County Police Department
Newburgh Police Department	Warrick County School Corporation
Perinatal Advisory Board	Warrick County Sheriff's Department

Coalition Coordinator: University of Evansville/Smokefree Community Partners

Lynda Heines  
 1605 John Street  
 Evansville, IN, 47714  
 812.467.0728 (Phone)  
 812.468.0738 (Fax)  
[Lynda@smokefreecommunities.org](mailto:Lynda@smokefreecommunities.org)



## Washington County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southeast: 33.0%

Indiana youth smoking prevalence: Middle School- 8.6% High School-23.4%

Percent of women in County who report smoking during pregnancy: 26.2%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	Courthouse		2/1997
<b>City Buildings</b>			
Town Hall	Pekin		2/1999
<b>Schools</b>			
	Salem School Corporation	Principals	2001
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$49,100

### Community-based Tobacco Control Coalition

CARE	Washington County Child Abuse Council
Child Care	Washington County Edition
Councilmen – County and City	Washington County Health Department
Dr. E. R. Apple	Washington County Hospital
Hoosier Hills PACT	Washington County Probation
Lions Club	Washington County Prosecutor
Ministerial Council	Washington County Sheriff
SIG Grant	YMCA
Step Ahead Council	Youth Council
Superior Court Judge	

Coalition Coordinator: Washington County Substance Abuse Council, LLC  
 Sharon Purlee  
 806 Marinsburg Road, Suite 203  
 Salem, IN, 47167  
 812.883.1446 (Phone)  
 812.883.0400 (Fax)  
 s-purlee@excite.com

## Wayne County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Central-east 30.4%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 28.6%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	County Courthouse		1/2002
	County Administration Building		1/2002
<b>City Buildings</b>			
	Municipal Buildings		
<b>Schools</b>			
	Richmond Community		
	Nettle Creek		
	Northeastern Wayne		
	Centerville / Abington		
	Western Wayne		
<b>Parks/Recreational Facilities</b>			

Annual County Funding 2002-2003: \$75,900

### Community-based Tobacco Control Coalition

AGAPE	Oak Park Academy
Dunn Center	RCS Mentoring
Earlham College	RHS PICT
Easter Seals	Richmond Middle School
Girls Inc.	Richmond State Hospital
Hope House	Sep Ahead
Indiana University East	Test Middle School
Lincoln High School	Youth as Resources
Lions Club	

Coalition Coordinator: Partnership for a Drug free Wayne County, Inc.

Dave Bowers  
2769 Stevens Road  
Centerville, IN 47330  
765.855.3370 (Phone)  
765.855.2482 (Fax)  
dbowers@parallax.ws

NewLife Church of Nazarene

Minority-based Tobacco Control Coalition

Annual County Funding 2002-2003: \$ 47,600

Agape Training Systems – Brenda Bentley, CEO

Bethel / A.M.E. Church – Dr. John Holbert

Bethesda Ministries Dream Center – Sharon Brandley & Pastor Rich McCarty

Coalition Coordinator: Pastor Ron Chappell

New Life Church of the Nazarene

56 Northwest "H" Street

PO Box 2238

Richmond, IN, 47374

765.983.7340 (Phone)

newlifenzrich@aol.com

## Wells County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Northeast 21.3%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 16.8%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
	All County Buildings		
	Wells County Public Library		
<b>City Buildings</b>			
	All City Buildings		
<b>Schools</b>			
	Bluffton Harrison		
	Northern Wells Community		
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$49,300

### Community-based Tobacco Control Coalition

American Cancer Society	Southern Wells School Corporation
Bluffton Police Department	Wells County Cooperative Extension Services
Bluffton Regional Medical Center	Wells County Health Department
Boys & Girls Club of Wells County	Wells County Teen Court
Caylor-Nickel Clinic	
Caylor-Nickel Foundation	
Citizens Against Drug Abuse	
Governor's Commission for a Drug Free Indiana	
Purdue Extension, Wells County	

Coalition Coordinator: Caylor-Nickel Foundation

John Stead  
125 South Marion Street, Suite 103  
Bluffton, IN, 46714  
260.824.5057 (Phone)  
260.824.7054 (Fax)  
cfnmolly@parlorcity.com

## White County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: North-central: 23.8%

Indiana youth smoking prevalence: Middle School: 8.6% High School: 23.4%

Percent of women in County who report smoking during pregnancy: 22.5%

### Tobacco-Related Policies and Ordinances

Smoke Free Air Coverage	Location	Enforcement	Effective Date
<b>County Buildings</b>			
<b>City Buildings</b>			
<b>Schools</b>			
	North White	Disciplinary action up to principal	
<b>Parks/Recreational Facilities</b>			
<b>Other</b>			

Annual County Funding 2002-2003: \$47,900

### Community-based Tobacco Control Coalition

American Cancer Society	Kathy Garrett Heckeman
Barb Bedrick	Kathy Lewis
Debbie Bowsler	Leslie Goss
DFW	Probation Department
Education (Frontier)	Retail Stores
Education (N. White)	Sharon Garbison
Education (Tri-County)	Step Ahead
Elizabeth Akey, Phd.	Terry Corso
Garry Hollingsworth	Veronique Brown
Governor's Commission	

Coalition Coordinator: Partners for a Drug Free White County

Joan Ginter  
P.O. Box 361  
Monticello, IN, 47960  
574.583.9864 (Phone)  
574.583.4706 (Fax)  
notobacco91@hotmail.com

### Whitley County

Indiana adult smoking prevalence: 27.7%

Regional adult smoking prevalence: Southwest 25.6%

Indiana youth smoking prevalence: Middle School 8.6% High School 23.4%

Percent of women in County who report smoking during pregnancy: 22.6%

Tobacco-Related Policies and Ordinances- none reported

Smoke Free Air Coverage	Location	Enforcement	Effective Date
County Buildings			
City Buildings			
Schools			
Parks/Recreational Facilities			
Other			

Annual County Funding 2002-2003: \$ 51,200 (Funding received February 2003)

### Community-based Tobacco Control Coalition

Indiana State Excise Police	
Clergy – Dale Moser	
Whitley Co. Probation Department	
Whitley Co. SADD Members	
Whitley Co. Youth Council Members	
Whitley Parkview Memorial Hospital	
Whitley Co. Resident Clergy – Gale Burkholder	

Coalition Coordinator: Drug Free Whitley County  
Patty Weybright  
P.O. Box 449  
South Whitley, IN, 46787  
260.723.5911 (Phone)  
weybright@hoosierlink.net

### Adams County

#### *Community-based Tobacco Control Coalition*

- Billboard competition between local area high school students with winner's picture being placed on two billboards in the county and also as marketing campaign in the Decatur Daily Democrat.
- Educated freshman and sophomores on the negative effects of tobacco and showed a video.
- Teamed up with Pizza Hut to support the Great American Smokeout.

### Allen County

#### *Community-based Tobacco Control Coalition*

##### *Cessation*

- Smoke Free Allen County developed comprehensive cessation network services that include St. Joe Hospital, Lutheran Hospital, Parkview Hospitals and low-income clinics.
- We created a universal registration form that ties all sites together through data collection. The coalition office serves as the coordinating office. Our cessation services included:  
  
Monthly cessation classes at multiple locations that were handicap accessible and culturally inclusive, as well as efforts to reach to African American, Latino and Gay communities
- Established a partnership with Lutheran Hospital with a matching grant of \$58,000 to provided nicotine replacement therapy under a medically supervised program for smokers who are un-insured or have no insurance
- Referral to acupuncture with behavioral support
- Developed two support groups: north and south locations for smokers wanting additional support
- The coalition has provided more than 100 individuals with cessation services to effectively quit. We have trained over 200 medical providers in state of art cessation counseling.

##### *Secondhand Smoke*

- Smoke Free Allen County developed a campaign to promote smoke-free workplaces in large manufacturers located in Allen County outside of the City's smoke-free ban. Campaign included General Motors, Navistar and BF Goodrich. The coalition was successful in helping these companies develop smoke-free policies to protect their workers from second-hand smoke, reduce medical cost and increase productivity.
- The coalition worked with union members and management in developing the policies.
- The coalitions provided sample policies, surveys and free on-site cessation services to employees and family members.
- Our efforts impacted more than 5,000 employees with the combined 3 companies. These companies have agreed to share

data and their outcomes on going smoke-free as best practices to help other companies enact similar policies.

##### *Youth Prevention*

- Smoke Free Allen County provided more \$72,000 to Fort Wayne Community Schools, East Allen County Schools and Southwest Allen County Schools to develop on site cessation programs for youth as alternatives to school suspension, and in addition, to start youth led empowerment teams as prevention to youth smoking.
- Allen County has more than 25 youth actively working to reduce tobacco use among their peers.
- The Allen County Superior Court, under the Family Division-Juvenile Prevention will initiate a grant program to provide youth and their families' cessation efforts.

##### *Working in Minority Communities*

- Smoke Free Allen County has partnered with Ink and Frost Newspapers to reach the African American Community with a tobacco control message. The coalition bought monthly ad space to promote its local cessation services.
- Smoke Free Allen County collaborated with Mt. Calvary Baptist Church under the leadership of Rev. Mike Nickelson to promote his church as smoke-free and to host a Memorial Wall honoring African Americans who lost their lives to tobacco addiction. Both Frost and Ink Newspapers joined the campaign by promoting the Wall. As a result, we gained 5 submissions to the wall, and those families have now joined the coalition to ensure that awareness continues in the African American community.
- We collaborated with Benito Cultural Center to reach the Latino community with a tobacco control message. Benito center provides the bi-lingual support for our cessation efforts. Benito promoted its cessation services in El Mexicano newspaper. The center established a Latino SWAT, Students Working Against Tobacco.

##### *United Hispanic-Americans, Inc/Benito Juarez Cultural Center Minority-based Tobacco Control Coalition*

- Annual Meeting Banquet-Big event had over 300 attendees. Keynote speaker was Jeanette Noltinius, Executive Director of The National Latino Council on Tobacco Prevention and Alcohol Abuse, the whole theme was centered on tobacco control, her speech was dynamic and it had good coverage on the news and newspapers. Tobacco prevention materials in Spanish and English were given to each attendee. Karla Sneegas Executive Director of ITPC, and the mayor of Fort Wayne were also present and a corporate table for the Indiana Latino Institute was in attendance. Hispanic guests, corporate businesses, and other entities were present. A giant banner was hung on the front indicating a theme for smoke-free Allen County.
- The two-day event, La Gran Fiesta was held in September 2002 at the Headwaters Park. Promotus Advertising represented ITPC. They brought an attractive booth with Tobacco control items. Benito Juarez Cultural Center had another

booth that disseminated Tobacco control material in Spanish. The event had Latino music and food and was entertaining for the whole family. Over 2,000 attendees visited the two-day event.

- The event held at St Paul's Catholic Church had over 800 Hispanics register, and proved to be very successful and beneficial. The Hispanic Councilman, Herb Hernandez and the Tobacco Free Specialist, Juan Carlos Gutierrez, handed out nicely designed packets that included a heart key chain with words in Spanish about not smoking. They were handed out to about 300 Hispanic members as they came out of church. The media did a good job of covering the story. Some good articles appeared in the newspaper.
- The very first Indiana Latino Youth in Action, sponsored by the Indiana Latino Institute, was held Oct. 12-13, 2002. Our program had 100 of our Latino SWAT team attending the conference. The youth were energized and motivated upon their return. They learned a lot about tobacco control and team effort.

### **Bartholomew County**

#### *Community-based Tobacco Control Coalition*

- Protecting Hoosiers From The Effects of Secondhand Smoke:
  - Sponsored the first Smoke-Free Kids Day at the Bartholomew County Fair in July...the first of its kind in the state.
  - A Smoke-free Dining Guide for Bartholomew County and a brochure regarding the dangers of secondhand smoke were designed and distributed to every school, doctor and dental office, and all other public places.
- Youth Access and Initiation:
  - 1,176 6th graders heard our TAC (Tobacco Abuse and Consequence) presentation given by a very special volunteer who provided education, facts, motivation, options, and resources for youth to say "no" to tobacco use.
  - For the 5th year, 1,000 5th graders were educated on the dangers of tobacco use by 44 high school student leaders this past November through a program called High School Heroes.
  - TAP (Tobacco Awareness Program), a voluntary high school cessation program was offered at North and East High School several times during the school year.
- Promoting Cessation Services:
  - Free Community Tobacco Cessation Clinics were offered through a collaborative effort with the Columbus Regional Hospital Foundation, American Lung Association, and American Heart Association. 152 registered for the program, 39% attended regularly and 24% are still smoke-free after one year.
  - Brochures describing our clinics were distributed to every doctor and dentist in the community.

### *Proyecto Salud Action Team*

#### *Minority-based Tobacco Control Coalition*

- Gathered materials in Spanish from all organizations dealing with smoking cessation and tobacco control.
- Translation of 3 flyers and 1 rack card into Spanish; created new local materials.
- Prospective locations and populations for cessation services identified.
- Participation in all activities of the community grant for education and promotion of a non-smoking environment.
- Spanish posters posted at 2 local high schools.
- Hired part-time Hispanic consultant for awareness and cessation programs.

### **Benton County**

#### *Community-based Tobacco Control Coalition*

- Rick Stoddard visited the local Jr. and Sr. High School. Over 700 students heard his presentation.

### **Blackford County**

#### *Community-based Tobacco Control Coalition*

- Rick Stoddard visited Blackford County and spoke to all the 6th, 7th, and 8th graders.
- Rick Stoddard returned for the Relay for Life.
- Both Chamber of commerce and luncheons highlights tobacco issues.
- Fair warning luncheons for tobacco vendors were held by all law enforcements prior to compliance checks 2-articles in newspapers with results.
- Alcohol, tobacco, drug survey given to all 6-12 grades in Blackford County last one 5 years ago.

### **Boone County**

#### *Community-based Tobacco Control Coalition*

- Youth are now given the option of accepting a free tobacco deferral program in lieu of paying a high fine for possessing or using tobacco products under the age of 18.
- Since November 2002, 37 kids participated in the TEG deferral program. These youth accepted the TEG referral program in lieu of a costly fine after being ticketed for underage smoking.
- In 2002 over 150 Boone County residents took a free 4-week smoking cessation program and were offered FREE nicotine replacement patches for 6 weeks.
- Nine schools in Boone County received FREE prevention programs in the spring of 2002.



## **Brown County**

### *Community-based Tobacco Control Coalition*

- Our Sponge "Todd" and Patrick Skit on Second Hand Smoke was very well received and involved a total of 1200+ students and faculty at all 4 elementary schools. All students were given a Smoke Free Home Pledge to share with their parents.
- Posted Tobacco Free Campus signs at all schools and facilities.
- Rick Stoddard's convocation at BCHS reached about 800 students and faculty. His clear and pointed presentation made an impression on many of our students. Rick was surrounded by students at the close of his presentation (est. 35+students).
- We're in the process of getting VOICE started this spring. Two attended VOICE Summit.
- Our school's Website is providing links to ITPC websites as well as others of their selection from those shared with the High School provided through ITPC. This will allow students and faculty to access more tobacco control data and information.
- Cessation classes are available at the Community Resource Center and our County Health Department.
- TAP/TEG, Tobacco awareness and cessation sessions are available at the high school.

## **Carroll County**

### *Community-based Tobacco Control Coalition*

- Our school programs have had a lot of positive feedback from the teachers.
- We participated in a town carnival and were able to get the word out on our education and cessation programs.
- The family Health Clinic is able to continue their smoking cessation program.
- Participated in the Carroll Co. Health Fair, Old Settlers ( 500 attendance), a health fair at Subaru of Indiana (1500 attending), and Delphi School Health Fair.
- Carroll Co. Health Department smoking cessation program in place - 47 persons completed.
- Presented programs to Flora Kiwanis's; Flora Rotary; Burlington Kiwanis's.
- Two School Corporations - smoke-free campuses.
- Distributed literature to 200 new mothers re: tobacco and infants.
- Cessation for "chew" - 14 completed.
- Held smoking cessation for local factory.
- Trained 4 school nurses regarding tobacco use.
- Established probationary program for underage youths through schools, Carroll Count Superior Court and Carroll County Circuit Court.

## **Cass County**

### *Community-based Tobacco Control Coalition*

- Great American Smoke-Out: Held an essay contest to all 6th graders and Smoke-Free Restaurants provided prizes to each winner. We had lots of coverage for our local newspaper and this event was a tremendous success.
- We held two successful adult Cessation Classes.
- We started our juvenile cessation classes on a weekly basis.

### *Diversity Dynamics, Minority Tobacco-Free Partnership of Cass County Minority-based Tobacco Control Coalition*

- We purchased tobacco educational videos for all schools.
- We had Rick Stoddard to all schools; he also spoke to key leaders at Kiwanis and incorporated the memorial wall at the Kiwanis event.
- Started VOICE at two of three high schools. Going very strong!
- We went into all schools, educating each grade on the dangers of tobacco.
- We have had two cessation classes in 2003 with three more scheduled, two of those on site at factories that are going smoke free.
- We had a booth at a traveling health fair for all Cass County 6th graders. This was an interactive fair where we showed the dangers of tobacco use.
- Took 12 youth to the VOICE youth summit.

## **Clark County**

### *Community-based Tobacco Control Coalition*

- Nationally known tobacco Prevention Speaker, Rick Stoddard, spoke at Clarksville High School, Henryville High School, and Clark Memorial Hospital, reaching over 600 youth and adults.
- Red Ribbon Week Celebration throughout the county in most area elementary, middle, and high schools along with an elementary school poster contest where winning posters will be permanently displayed in the Wellness Center at Clark Memorial Hospital.
- Distributing over \$40,000 in mini-grants for tobacco prevention education and cessation programs throughout the county with more opportunities available in 2003.
- Published a Smoke Free Dining Guide
- Smoke Free Day at the Clark County Fair
- Began second hand smoke initiative
- Mini-grants: tobacco prevention education curriculum/programs in the schools; at the Boys and Girls Club and through the Girl Scouts
- VOICE - second hand smoke educational skating party
- Exposure in the community:

- Service clubs meeting
- School programs / PTA, etc.
- Community Treasures
- Farmers Markets
- Community Festivals

- Conducted telephone survey of 400 registered voters on their perceptions on secondhand smoke, smoke-free worksites, and youth access to tobacco products.
- Educated obstetricians and gynecologists on materials available to them on how to assist pregnant women who smoke to quit smoking.
- Countywide poster contest for grades 4 - 8 on the benefits of a smoke-free community with over 2000 posters entered in the contest.

*Community Action of Southern Indiana*  
*Minority-based Tobacco Control Coalition*

- Smoking Cessation programs
- Tobacco prevention classes with community youth
- Mini-grant applications, including tobacco prevention and education programs, were distributed for Clark and Floyd County.
- Countywide poster contest about the "Healthy Aspects of Being Smoke-free" for 4th and 5th graders.
- Distribution of tobacco prevention education and cessation information throughout the community and health fairs.
- Tobacco Education Class was held with youth from Kids Café
- Approximately 120 people attended the Not in Mamma's House Campaign "A Night In Honor of Sylvia Livingston". Over one hundred people to date have signed a pledge to keep their cars and homes smoke-free

**Clay County**

*Community-based Tobacco Control Coalition*

- We have been able to fund many different programs with our allotted funding in Clay County.
- TAP & TEG youth programs have been funded.
- We have also done community outreach by attending local events such as the County Fair.
- Our local schools have benefited by the increase in education and educational materials.
- We plan to continue focus on youth and young adults in our fight against tobacco.

**Clinton County**

*Community-based Tobacco Control Coalition*

- Empowering 15 local youth in becoming involved in VOICE, Indiana Youth Speaking Out Against Big Tobacco, working to make Indiana a healthier place to live. VOICE Youth group was formed and has many great plans for the youth of Clinton County.
- Ten VOICE youth were TATU trained and presented programs to over 400 youth in county.
- Two county schools participated in week long Tobacco Prevention Education Week.
- Two cessation programs helped educate over 80 adults regarding cessation skills.
- CCTFC (Clinton County Tobacco Free Coalition) formed a team for the Relay for Life event, raised funds, and sponsored an educational booth.

**Crawford County**

*Community-based Tobacco Control Coalition*

- During the week of Great American Smokeout the Youth Service Bureau became the first to give tobacco cessation lessons to high school students at the alternative high school. After the first day, seven students reported they had decided to reduce smoking while three committed to quit entirely.
- Weekly adult cessation classes are offered at the Patoka Health Clinic and taught by a nurse practitioner.
- School presentation by Rick Stoddard to 850 middle school and high school students.
- Training to Healthy Families staff for direct service of tobacco education to 30+ pregnant and new mothers.

**Daviess County**

*Community-based Tobacco Control Coalition*

- Several Coalition members were trained in TAP/TEG
- Completed the YMCA KAT Club (Kids Against Tobacco)
- Completed a Daviess County Smoke Free Dining and Cessation Guide
- Held interactive booths at the Today's Child, Tomorrow's Adult Fair, Elnora Fair and the Daviess County 4-H Fair.
- Developed a countywide tobacco resource center.

**Dearborn County**

*Community-based Tobacco Control Coalition*

- PACT hired a local community coordinator to facilitate our programs and efforts.
- We held our first coalition organizational meetings, including several open to the general public.
- Began working with schools to pilot a program for youth.

## **Decatur County**

### *Community-based Tobacco Control Coalition*

- Rick Stoddard spent two days in Decatur County -speaking to three high schools and community.
- Local restaurants participated in Kick Butts Day by advertising the event.
- ITPC memorial wall was visible at two health fairs and two high schools. Very good response from people seeing local people losing their life to tobacco.
- Relay for Life - VOICE booth, TPCDC booth, and activities.
- ITI leadership day at three high schools - prevention groups developed and activities are being planned for school year.

## **DeKalb County**

### *Community-based Tobacco Control Coalition*

- Worked on formation of Tobacco Coalition - built a strong community based coalition.
- Gave out community grants for cessation and extensive work in the school system.
- Targeting policy in the workplace.

## **Delaware County**

### *Community-based Tobacco Control Coalition*

- Letter writing campaign: Each coalition partner agency was responsible for a number of letters to be sent to key opinion leaders and to the newspaper concerning clean indoor air in public places.
- Clean Indoor Air Ordinance: With the help of Indiana's ANR representative, ITPC and brave coalition members, we opposed the passing of an ordinance that would have made the tobacco industry proud and left our community without real protection. Now we still have the opportunity to fight for an ordinance that actually protects workers and the public. As a result of the ordinance hearings and the vote, which was held at our convention center, much media was earned. Fox, NBC, CBS, and ABC all covered the issue facing Muncie. This helped by reaching other communities with the message that a clean indoor air policy is being seriously considered in Indiana.
- JR Brooks Restaurant voluntarily went smoke-free after being a staunch opponent. This jump-started our presentation of plaques of appreciation to restaurant guides. Generated media was created showcasing restaurants and their owners that had already opted to be smoke-free.
- Ball State UniverCity 2002. The campus grounds in which UniverCity took place were designated smoke-free during the several day event. Dr. Jeffery Wigand was a featured speaker at BSU's UniverCity. He drew in crowds from all walks of life to hear about his experience working at Brown and Williamson Tobacco Company and afterward spoke with many people one on one. The Tobacco Free Coalition was a partial sponsor of Dr. Wigand.

- Mini-grants: The Tobacco Free Coalition received funding from Indiana's portion of the MSA. After a coordinator was hired, the first priority was to give local schools and not-for-profit agencies the chance to use some of these funds to help in tobacco control efforts throughout our county.

### *Future Choices, Inc.*

#### *Minority-based Tobacco Control Coalition*

- At least one person quit smoking as a result of Smoke-free Sabbath and had a recorded testimony in The Muncie Times newspaper.
- There is a growing momentum to go for an enforceable and total ban on smoking as a result of the public being educated and specifically an increase among health care workers as a result of the Dr. Nikki Turner tribute which had 100 community, business, political and church leaders in attendance.
- \$40,000 awarded in mini-grants to impact education, prevention, intervention and counter-marketing through community led projects.
- A draft of the Dr. Nikki Turner Clean Air Act was prepared in conjunction with the general coalition.
- People are also reconsidering the social acceptance of smoking and tobacco use as a result of the excellent coverage given in The Star Press and The Muncie Times newspapers. This coverage impacts 71 percent of the African American Community and 35,000 in general public, an estimated 90,00 in total readership countywide.
- Booth and materials distributed at Ball State UniverCity where Dr. Jeffrey Wigand was a keynote speaker. This event attracts a diverse group of approximately 25,000 people through a weeklong event.
- Recognition of Ball State University Residence Halls going Smoke Free.
- Recognition of Smoke Free Restaurants in Delaware County.
- Educational workshops and booths at school and community fairs impacted approximately 300 to 400 families.
- Cessation materials distributed through Dr. Westmoreland's office, with several patients referred to cessation classes.
- Coordinator / Coalition recognized by Women Coalition of Business Organization.
- Compliance checks resulting in at least 5 citations on youth access and tobacco purchases.
- Letter writing campaign to newspapers and policymakers.

## **Dubois County**

### *Community-based Tobacco Control Coalition*

- Adults are now able to participate in regularly scheduled cessation programs through county hospitals where none existed before. A weekly "Stop Smoking" support group has been organized and facilitated by a group of former smokers.

- PharmASSIST Program successfully piloted in Dubois County. The one-time clinic served over 50 individuals.
- Rick Bender, tobacco-free advocate, presented to over 1,800 youth in Dubois County.
- Hired a part-time coordinator and created a Task Force Committee
- Teen Cessation/Education Program (TAP/TEG) introduced in all four county high schools.
- County hospitals conducting tobacco health screenings (CO Monitor testing) for employees at local industries.
- Creation of local youth tobacco coalition committee with representation from each of the county's four high schools.
- Successfully worked with the local American Cancer Society office in promoting and implementing Great American Smoke-Out activities in Dubois County.
- Adult and teen cessation training provided to health professionals and educators interested in improving cessation services in Dubois County.
- County restaurants surveyed in cooperation with the Dubois County Health Department for non-smoking status in preparation of printing a county "Smoke-free Dining Guide" in the spring of 2003.
- Worked in cooperation with the State Excise Police to conduct training for the youth committee to help with local Tobacco Retail Inspections.

## **Elkhart County**

### *Community-based Tobacco Control Coalition*

- Funding provided to eleven coalition partners, for a variety of prevention and cessation programs. At last we have multiple agencies, including both hospitals, offering cessation services on a regular basis.
- Nicotine addiction/cessation training was provided for approximately 50 addictions counselors and others interested in improving cessation services in Elkhart County.
- Completed countywide smoke-free restaurants survey, and produced a revised edition of our Smoke-free Dining Guide. This guide also covers LaPorte and St. Joseph counties, and was originally funded by Smoke-free Indiana.
- Assisted ITPC in implementing the Youth Tobacco Survey (YTS) in four school districts. Local school administrators were very receptive and helpful in this process.
- TCEC staff provided anti-tobacco presentations for youth and adults. We also participated in numerous health fairs, and worked with health department staff and other county employees, in the area of cessation. In fact, with the use of other funding, we even provided patches for those in need.

### *Minority Health Coalition of Elkhart County Minority-based Tobacco Control Coalition*

- Provided seven mini-grants to coalition partners for a variety of prevention and cessation programs.
- Provided immunizations, free screenings, prevention material, and secondhand smoke materials.
- Mother's In Waiting host the Not in Mama's House campaign and our 1st community baby shower in conjunction with locals and statewide efforts with ISDH & ITPC. MIW provides an avenue for addressing the dangers of tobacco use and secondhand smoke among pregnant women and those with children.
- Implemented youth tobacco surveys, (YTS) in three of the local schools. Staff has supported and provided local elementary age children and staff tobacco prevention presentation and education materials as needed. School administration was very helpful in completing this process.
- Staff and volunteers have provided informational presentations for both youth and adults. Also, partnered with local community in health fairs, faith-based events, parenting groups, neighborhood health centers and local hospitals.
- Completed tobacco survey with local minority businesses and daycare providers within the Elkhart and Goshen areas the specifically populated with minorities.
- Youth building - Knowledge Enhancing Youth (K.E.Y.) / VOICE have organized a youth coalition of thirteen members who attend two local high schools and two middle schools youth have enhanced their skills as well as their knowledge through the open invitation of ITPC.

## **Fayette County**

### *Community-based Tobacco Control Coalition*

- Betty McDivitt, through cessation classes, has helped 20 Fayette county residents stop smoking.
- TAP/TEG was started in the high school to warn teenagers about smoking.
- Rick Stoddard spoke with 7th and 8th graders about tobacco.

## **Floyd County**

### *Community-based Tobacco Control Coalition*

- During the Great American Smokeout "Quit Cold Turkey" Campaign, local students at all Floyd County middle schools and high schools made pledges to never use tobacco products, or if they already used them, to quit for the next 30 days. Based on the projections of each school, for every so many pledges, they could earn a turkey to give to a needy family during the holiday season. The students themselves earned 36 turkeys. One local school's principal, Floyd Central Jr/Sr High School, challenged the students that if they met their goal, he would donate \$100 to the cause. They met their challenge and were able to donate 14 more turkeys for a total of 50 turkeys. Interfaith Community Council Inc. pledged to match the donations with additional food items to create feed



baskets that were distributed to families in need throughout the holidays.

- A sample ordinance to make public places smoke free was introduced to the city council. It was assigned to a committee. In addition, the Chamber of Commerce Director has been contacted and will be meeting with the Councilperson who is heading that committee. The same sample ordinance will be introduced at the next County Commissioners meeting as well.
- Involved in the effort to produce the Southern Indiana Smoke-free Dining Guide that highlights smoke-free restaurants in Floyd, Clark, Harrison, and Scott counties.

## **Fountain County**

### *Community-based Tobacco Control Coalition*

- Hired a part-time tobacco prevention & cessation coordinator to administer grant activities.
- Formed a Tobacco Advisory Board to monitor & conduct grant activities
- Spoke to various community groups about the tobacco prevention and cessation program and the consequences of smoking and the dangers of secondhand smoke.
- Conducted Tobacco Retailer Training.
- Conducted a smoke-free restaurant survey.
- Had an information booth at a variety of county events
- Conducted smoking cessation classes
- Awarded mini-grants to four community organizations
- Hosted a "Make Yours a Fresh Start Family" training to community agencies that serve at-risk females
- Taught TEG classes at the alternative school
- Conducted a Teens Against Tobacco Use (TATU) Training for 9th-11th grade students: 47 students were trained
- Conducted a Tobacco Use Survey with all Head Start Families

## **Franklin County**

### *Community-based Tobacco Control Coalition*

- Since March 2003 we've been striving to get people on board and to get this program up and running. We have been successful in 2003 and are looking to add a youth component soon.
- Adult Cessation program grant approved to provide cessation programs.
- Piloted 'Get Real About Tobacco' in fourth grade at Laurel Elementary.

## **Fulton County**

### *Community-based Tobacco Control Coalition*

- Great American Smoke-Out included an ad in the Rochester Sentinel newspaper listing all the restaurants that were smoke free for one day. There were ten restaurants. The tobacco team coordinated this effort.
- The tobacco team sponsored and manned a booth at the Fulton County 4-H Fair, the event with the highest attendance in this county.
- The Tobacco Team successfully encouraged the Tippecanoe Valley School Board and the Rochester School Board to make school campuses smoke free.
- The Tobacco Team successfully lobbied the Fulton County Fair Board to have a Smoke Free Kids Day, July 14th.
- Smoke Free Fulton County convinced Rochester Metal Products, the county's largest employer, to offer the area's first on site smoking cessation classes.
- Smoke Free Fulton County conducted compliance checks on tobacco retailers throughout Fulton County.
- Smoke Free Fulton County has over 400 signatures on a petition for a smoke free dining ordinance for Fulton County.
- Smoke Free Fulton County has added new team members and partners to our team including FFA youth, Hispanic youth, workplace and industry, clergy and successful cessation class graduates.

## **Gibson County**

### *Community-based Tobacco Control Coalition*

- Rick Bender spoke to over 400 youth about the dangers of smokeless tobacco.
- Buy Low donated dozens of turkey sandwiches for a "Quit Cold Turkey" sandwich giveaway in their store on the Great American Smokeout.

## **Grant County**

### *Community-based Tobacco Control Coalition*

- A successful cessation class helped smokers quit.
- Every fourth grade class in Grant County was challenged not to touch tobacco.
- Staff trained in TAP/TEG/TATU/Freedom from Smoking - classes planned for fall 2003.
- Planning first annual VOICE youth concert for August 2003.
- DECA Club (Mississinewa High School) starts tobacco project for 2003-2004.
- Advertising campaign - 4 billboards around town in June and July, letters to the editor, radio spots.
- Restaurant Survey conducted by research group from Taylor University.
- Indiana State Fair - volunteered for 3 days for ITPC.

*Minority Health Coalition of Grant County  
Minority-based Tobacco Control Coalition*

- Minority Groups and Churches educated about tobacco.
- Juneteenth Fair booth with educational materials
- Minority Health Coalition Health Fair information and give aways at booth.
- Latino and African American groups targeted.
- Minority Church based youth prevention and education throughout county.

**Greene County**

*Community-based Tobacco Control Coalition*

- Cessation services are provided for adults through the hospital
- TAP & TEG in Linton and Bloomfield High School through the Greene Co. Probation Department
- Get Real About Tobacco implemented in schools
- Smoking Ticket Ordinance - Youth caught smoking must attend TAP Training.
- TEG class being done in two school districts out of three.

**Hamilton County**

*Community-based Tobacco Control Coalition*

- An article appeared in the Noblesville Ledger, plus an editorial in the same newspaper regarding the Hamilton County Tobacco Deferral Program.
- Persons from Hamilton County Tobacco Control Coalition have appeared on the local cable TV station to discuss the Coalition's mission, plus the Freedom from Smoking Program.
- The Hamilton County Tobacco Control Coalition has met five times so far and it averages nineteen persons in attendance at each meeting. There has been high interest and participation in planning the direction the Coalition will take and how best to implement programs to get the most exposure and be most effective and reach all segments of Hamilton County.
- The Hamilton County Tobacco project has made presentations in all the public school systems and three of the private schools.
- Participation in various programs offered include:

Program	#	Age
Tobacco Education Group TEG	109	12-18
Tobacco Awareness Program TAP	42	10-18
Tar Wars	504	10-12
Other Presentations	549	10-18
Great American Smoke Screen	2940	11-13
Freedom From Smoking	32	Adult

- The Hamilton County Tobacco Project has attended eleven Fairs & Festivals (2002-2003)
- Developed and implemented a diversion program in conjunction with the Hamilton County Court system for 1st offenders caught smoking. Average attendance of fifteen youth per TEG class has been experienced.

**Hancock County**

*Community-based Tobacco Control Coalition*

- Ninety people have completed the Commit-to-Quit smoking cessation class through Hancock Memorial Hospital since the local initiative began in June 2002.
- Buck Creek Township Government Offices declared a smoke-free workplace/property.
- Around 900 Hancock County 4th and 5th graders are participating in the Tar Wars youth tobacco prevention program and poster contest.
- Initiated collaboration with Hancock County Health Department to improve cessation resources for smokers.

**Harrison County**

*Community-based Tobacco Control Coalition*

- We had several front-page articles in our local newspaper showcasing activities that the coalition and ITPC have sponsored.
- One young lady from a local high school obtained 150 signatures on a petition in support of bringing the VOICE Movement to Harrison County Youth after listening to Rick Stoddard's very powerful message. A group of kids from a local high school formed the Harrison County VOICE group. Several members from VOICE attended the 2nd Annual VOICE Youth Summit in Indianapolis.
- 1,000 Harrison County High School students heard Rick Stoddard's message.
- Smoke-free Dining Guide was published in coordination with Clark, Floyd and Scott counties.
- We received our funding from ITPC in September of 2002 and formed our community coalition.
- Harrison County Tobacco Prevention and Cessation participated in an Employee Health Fair at Caesars Indiana in partnership with Harrison County Hospital. We handed out information on secondhand smoke and cessation information.
- Harrison County Tobacco Prevention and Cessation participated with the American Cancer Society to promote the ACS's Great American Smoke-out. We challenged the members of our community to go "Gold Turkey" for the day. If they quit for the day they were presented with a cold turkey sandwich and a survival kit.

## **Hendricks County**

### *Community-based Tobacco Control Coalition*

- Obtained ITPC grant funding and hired a Coalition Coordinator.
- Provided for increased retail compliance checks near schools.
- Provided ongoing cessation programs to local residents at different sites.

## **Henry County**

### *Community-based Tobacco Control Coalition*

- Formation of countywide youth council that has researched tobacco related topics and are compiling a detailed presentation for Henry County School Officials, Law Enforcement Officials, Community Leaders, and interested parties. The presentation will examine an assessment of the youth perception, use of tobacco and what can be done for effective intervention.
- Community awareness day featuring the Safe at Home program and various aspects of its focus. One is keeping the family safe from tobacco smoke and second-hand effects.
- A daily partnership with Henry County School places drug-education educators in all Henry County schools in a K-2 early intervention program. This program meets state health education standards.
- Upcoming exploration of Teen Court to include youth in determining deterrent accountability for youth drug and tobacco offenders.
- Youth to youth intervention program, high school students paired with intermediate youth to facilitate a commitment against smoking.
- Establishment of a website offering current information and research about tobacco, directing people to links about health, community, and cessation information pertinent to all socioeconomic, gender, and cultural background.
- Partnership with hospital and health department promoting cessation classes.

## **Howard County**

### *Community-based Tobacco Control Coalition*

- A VOICE youth group was created.
- Rick Stoddard spoke to hundreds of Howard County Students on the dangers of tobacco.
- Lorene Sandifur told her tragic story of her husband's death from tobacco use.
- Produced and distributed Smoke-free Dining Guides.
- Held a Smoke-free Weekend for participants (Smoking Survivor Weekend) and have had hundreds of people attend cessation classes.

### *New Perspectives Minority Health Coalition of Howard County, Inc. Minority-based Tobacco Control Coalition*

- Two Tobacco Free Sabbaths
- Creation of Minority Youth Voice Group
- Contributed to the development, production, and distribution of Smoke-free Dining Guide
- Participated in Smoke-free Weekend
- Recruitment and participation of non-traditional partners, such as Turning Heads Beauty Salon, to advertise the anti-tobacco message.
- Participated in five health fair-type events to promote anti-tobacco message and to recruit advocates.

## **Huntington County**

### *Community-based Tobacco Control Coalition*

- Provided funding for T.E.G. (Tobacco Education Group).
- Great American Smokeout/Cold Turkey Event held in Huntington.
- Assisted thirty-three residents of Huntington County quit smoking.
- Hosted two major smoke-free events (4-H Fair & Pioneer Festival).
- Assisted Majestic Corporation in becoming a smoke-free employer.
- Have made contact with all Huntington Community School Corporations regarding all the dangers of tobacco use.
- Huntington Community Schools went tobacco free.

## **Jackson County**

### *Community-based Tobacco Control Coalition*

- A front-page article was written about our newly formed tobacco coalition.
- Jackson County Tobacco Coalition distributed information and gifts at the County Fair, Watermelon Festival, and Ft. Vallonia Days events.
- Bevers Deli & Pharmacy implemented a smoke free policy and received a front-page article in the Tribune.

## **Jasper County**

### *Community-based Tobacco Control Coalition*

- The coalition offered broad based cessation programs throughout the county.
- Worked with local law enforcement to set up compliance checks in every community.
- Had a presence in every school with a strong anti-tobacco message.

## **Jay County**

### *Community-based Tobacco Control Coalition*

- Rick Stoddard spoke to Jay County High School, East Jay Middle School and West Jay Middle School.
- SWAT Team started at Jay County High School. They participated in Kick Butts Day, which received coverage in the local newspaper.
- Local restaurants participated in the Great American Smokeout Day.

## **Jefferson County**

### *Community-based Tobacco Control Coalition*

- First smoke-free dining guide created for Jefferson County.
- Facilitated Great American Smoke-out events throughout the county. Distributed materials to approximately 1500 residents.
- Girl's Inc. Stamp Out Smoking program presented to 134 girls.
- TEG classes offered at all county schools.
- Tobacco Retail Compliance checks. Compliance rates going from 34% to 75%.
- Rick Stoddard Presentation at three Jefferson County schools to over 1,000 students.
- Freedom from smoking, Quit & Stay Quit, and HATS (Healthy Alternatives to Tobacco) Cessation classes offered.
- VOICE and PRIDE youth distributed "Stick It" materials in Jefferson's County 1st Kick Butts Day Celebration.
- Booth at 4-H Fair with information distributed.

## **Jennings County**

### *Community-based Tobacco Control Coalition*

- Rick Stoddard spoke at Jennings County High School to all 1300 students. He was well received and was given a standing ovation. He also was able to speak at two sessions at the middle school, reaching over 850 students.
- Mentoring program for youth is being structured at this time.
- Spanish Education started in June.
- First Smoke Free Day at the fair. 500 red t-shirts with anti-smoking message.
- We had a coloring contest for "Kick Butts" Day.
- We were at the annual Health Fair.
- We have delivered brochures and info to doctors, dentists and vets.

## **Johnson County**

### *Community-based Tobacco Control Coalition*

- Great American Smokeout featured Town of Trafalgar going smoke-free for the day.

- Surveyed restaurants, school grounds, and town-city ordinances regarding tobacco policies.
- Provided a weeklong interactive tobacco display at Johnson County Fair.
- Coordinated all Johnson County cessation providers and implemented plan to promote the use of cessation programs.
- Developed and implemented K-12 tobacco curriculum utilizing tobacco educators.
- Provided tool kits to Johnson County schools, teaching promoting and implementation of tobacco free campus.
- Administration of TEG for teens offers through schools, city courts.

### *Latino Resources Dev. Team/Partnership for a Healthier Johnson County Minority-based Tobacco Control Coalition*

- Coordinated Latino Health Fair (Emmanuel Baptist Church, Greenwood): featuring many health and human service providers including tobacco displays and educators assisted by interpreters.
- Increased translated tobacco education materials.

## **Knox County**

### *Community-based Tobacco Control Coalition*

- A community forum was held in June. Tobacco facts and figures were presented to the general public. We also introduced a mini-grant process to submit proposals. An article was published in the Vincennes Sun-Commercial about the county program highlighting the youth group. County coordinator was interviewed on two radio shows before and after the event.
- Set up an information booth at the Knox County Fair and Relay For Life and Vincennes University Health Fair.
- Conducted a survey to determine what restaurants are smoke-free.
- Published a Tobacco Resource Directory and Smoke-free Dining Guide and distributed throughout the county.
- Tar Wars participants at North Knox Schools.
- TAP/TEG program implemented at Vincennes Community Schools.
- Youth mentoring program implemented at South Knox Schools.
- County Jail providing cessation counseling to inmates.
- YMCA using youth groups to educate other youth on tobacco use.
- Secondhand smoke education provided to Head Start children.
- Vincennes University provided cessation classes to students.
- Rick Bender spoke with all area high schools, approximately 900 students.
- Media coverage included high school papers and Vincennes Sun Commercial.



## **Kosciusko County**

### *Community-based Tobacco Control Coalition*

- October 2002- All restaurants in Winona Lake are Smoke-Free.
- November 2002 - Began offering smoking cessation classes through the Kosciusko Community Hospital Health & Wellness Center.
- November 21, 2002 - 11 restaurants participated in the Great American Smoke Out.
- Kosciusko Leadership Academy provided a presentation to selected schools in the Warsaw district.
- April - Four local youths participated in the VOICE Summit held in Indianapolis.
- May - Provided a Tar Wars presentation to Akron Elementary fifth grade class.
- July - Provided an informational and promotional booth in the Merchants Tent at the Kosciusko County Community Fair.
- July 20th was Smoke Free day at the Kosciusko County Community Fair.
- July - Boys & Girls Club members held their first organizational VOICE meeting.

### *Cardinal Center for Sus Amigos*

#### *Minority-based Tobacco Control Coalition*

- The LTPC Program, Board of Directors meeting has had their committee member's photo and article in Times Union, El Mexicana, El Puente and The Paper.
- News story in local newspapers:
  - "Times Union" promoting the LTPC program into out community
  - "The Paper" as introduction of Our Neighbor as an introduction piece
  - "El Puente" promoting the LTPC program within the Latino community
  - "El Mexicana" promoting the LTPC program within the Latino community

## **LaGrange County**

### *Community-based Tobacco Control Coalition*

- Recruited a broad based tobacco prevention coalition.
- Set up community based cessation programs targeting local employees.
- Outreach to all three-school corporations to identify a tobacco coordinator for each corporation.

## **Lake County**

### *Community-based Tobacco Control Coalition*

- Jamine Montoya (coalition youth) won a \$500 tobacco essay contest.

- Giving presentations to the community, youth and adults, about a variety of tobacco issues. Topics include the impacts of tobacco on the community, tobacco control strategies, tobacco policies and the economic impact of tobacco.
- Hosted free prevention and cessation workshops.
- Received and conducted trainings in cessation, media advocacy, leadership, health effects of tobacco use, and youth prevention and cessation (TAP/TEG).
- Building a strong coalition and developing community relationships.

## **LaPorte County**

### *Community-based Tobacco Control Coalition*

- A minority coalition within the county grant held a Juneteenth Celebration, focusing on African Americans "release from slavery to tobacco."
- LaPorte Hospital's Lil' F.I.S.H. program invited speaker Rick Bender to speak to LaPorte area school 4th graders about the dangers of smokeless tobacco. Over 500 attended the presentation.

### *Helping Our People Excel, Inc.*

#### *Minority-based Tobacco Control Coalition*

- In collaboration with the state coalition developed an African American/Hispanic Smoke-Free T-shirts.
- Held a Juneteenth Celebration Anti Tobacco Rally, focusing on the enslavement African Americans have to tobacco and big tobacco's marketing strategies in the African American community.
- Held a youth Anti-Tobacco art contest. Cash prizes were given to the top 3 anti-tobacco designs & slogans.
- Held a training session for coalition members on tobacco and Second Hand smoke in order to take the message into African American and Hispanic communities.
- Held many youth and adult physical fitness sessions to show the impact that smoking and second hand smoke has on our physical health.
- Targeted youth between the ages of 10 & 17 years in Afternoon's Rock. Provided info on Big Tobacco Targeting Minority Youth - specifically.
- Provided anti tobacco educational sessions within the Michigan City area schools.
- Provided in-home tobacco cessation and prevention to women and families; also to pregnant women.

## **Lawrence County**

### *Community-based Tobacco Control Coalition*

- Rick Stoddard spoke at three of the four middle schools/ junior highs in the county. Plans are to bring him back to speak with the fourth in 2003.
- Teens Against Tobacco Use Training was held in the county, with a number of coalition members attending.

- The Lifeskills Advisor working with the schools has prompted multiple articles regarding the efforts in the school system to prevent tobacco use among youth.
- Coalition members were also trained in TAP/TEG
- North Lawrence Community Schools voted on Nov. 21st 2002 to go smoke-free grounds effective July 1st 2003.
- Nearly 1,000 youth were involved received continuous anti-tobacco messages through different activities and demonstrations at Safe Nigh Lawrence County. This event also included a VOICE three on three basketball tournament.
- North Lawrence Community Schools passed a SMOKE FREE CAMPUS policy to go into effect July 1, 2003.
- Several restaurants have gone smoke free.

## **Madison County**

### *Community-based Tobacco Control Coalition*

- Our coalition has been fortunate enough to have Rick Stoddard speak at five middle schools and three high schools.
- We have designed and distributed four quarterly newsletters since April 2002. Each newsletter was either e-mailed, hand delivered, or mailed to over 300 professionals in Madison County. This allows them to keep up with how, and what, our tobacco prevention/cessation program is doing.
- We had a youth forum in November. College students and high school students trained over 35 middle and high school youth on tobacco 101, tobacco industry, tactics, media, and activism.
- Trained and funded 13 teachers and provided 10 Researched Based Curriculum Kits for teachers to use.

### *Minority Health Coalition of Madison County*

#### *Minority-based Tobacco Control Coalition*

- The minority-based tobacco Control Partnership had currently funded seven mini-grants to Faith-based individuals, Youth-base organizations, and Community-based organizations within the community.
- We had a Youth Forum where we collaborated with the Community-based partnership in November. College Students and high school students trained over 35 middle and high school youth on tobacco 101, tobacco industry, tactics, media, and activism.
- We have a Smoke-free Dining Guide that we put together as a template for the State of Indiana in collaboration with the community-based tobacco control partnership.
- We have a Media Kit put together in order for partners and potential partners to know what we are doing in Madison County as this continues to grow.
- We have a Youth group, about 20-30 youth, who meet regularly to do counter marketing and recruit other youth for VOICE. The youth are called VOICE the T-R-U-T-H, Teens Resisting Urgent Tobacco Harm.

## **Marion County**

### *Community-based Tobacco Control Coalition*

- 120 middle school students from Indianapolis Public Schools and Perry Township Schools participated in Leadership Camp. These students received T.A.T.U training to become advocates against tobacco use in their schools and communities.
- 250 adult clients received counseling to quit smoking. Health educators at five health centers provide individual and customized counseling to these clients to assist them to quit and quit for good.
- 28 health care providers, including physicians, nurses and other allied staff, were trained to provide intensive tobacco cessation services
- 25 mini-grants have been awarded to neighborhood-based and youth serving organizations to help them educate their communities about the health and economic impact of tobacco use and secondhand smoke exposure
- Coalition members participated in 20 health fairs (excluding Black Expo, Women's Expo and State Fair) to educate Marion County residents (youth and adults) about the impact of tobacco use and advocate for smoke-free workplaces.
- Press Conference at the City-Market on Nov 21, 2002 to release the results of survey that measured attitudes and support of smoke-free policies in Marion County among 700 registered voters. Media coverage by all the TV stations and the Star of this event.
- Launched the campaign to educate Marion County residents about the impact of secondhand smoke and smoke-free work places. This campaign has engaged partners from Black Expo, Indiana Latino Institute, Parents for Affordable Child Care, Indiana Academy of Family Physicians, American Cancer Society and many others.
- 2,500 students received LifeSkills training curriculum in their classrooms to educate them about the impact of tobacco use.
- 50 group classes were offered to Wishard Hospital to help Marion County residents quit smoking.

### *St. Florian Center Inc.*

#### *Minority-based Tobacco Control Coalition*

- The Indianapolis Star printed two full pages in June on the St. Florian Center Youth Leadership Development Cadets teaching other youth about the dangers of tobacco. The article highlighted that if youth could stay away from tobacco throughout their school years, they are less likely to begin smoking in the later years of their lives. It showed the cadets' shirts that said, "Do Something Positive & Be Someone Positive."
- The youth were on a mission this summer to educate the minority community, and they traveled door to door to over 500 homes to "SHOUT IT OUT" to everyone that would listen that tobacco products are harmful to the mind, body, and spirit. They shared that tobacco is an equal opportunity killer, and the minority residents should be aware of the health effects and cost from using tobacco products.

- The I.B.F.A. Tobacco-Free Festival in the Brightwood Neighborhood addressed the tobacco epidemic in the area. The day included sharing tobacco facts, education on health effects, and Cessation opportunities at Universal Behavioral Services. We collaborated with other organizations to provide back to school supplies, youth acrobats, and several fun activities and educational games.
- Operation "Big Vote" was an opportunity for the youth in the partnership to witness first hand the democratic process during the November 2002 election. As Marion County voters left the polls, several youth asked voters if they were current smokers.
- Several of the partnership youth learned so much about the hazards of tobacco that they became group leaders at the Greater Morning Star Youth Summit. Several area churches participated in the workshop. The Public Safety Director Robert Turner was in attendance as the youth rotated through stations that discussed gangs and guns, that it's not cool to use drugs, respect for oneself, and the negative effect tobacco has on youth. Youth from the Saint Florian Center utilized bill boards, trifolds, and special items, such as a diseased lung, to encourage other youth to use their voice to dispel the white lies about tobacco products.
- Tobacco-Free Training: Policy Advocate for Clean Indoor Air, Moving in the Spirit (Faith Based Cessation Training), Teens Against Tobacco Use (TATU), Not in Mamma's House, State of the art smoking cessation intervention training at Methodist Hospital, Many Voices, One Vision Conference in Marion County.
- Culturally based information pamphlets distributed during Eastwood Middle School "Pack the House" basketball game.
- John Strange Tobacco-free G.O.A.L.S. day (Growing-Organizing- & Achieving Life Skills) where students discussed the dangers of using tobacco products, the effects of second hand smoke, and why athletes do not smoke.
- African American Recognition Banquet targeting teens that will promote tobacco free living through a keynote speaker, powerpoint presentation, and historical figures.
- Tobacco Free Fashion show featuring the ITPC memorial wall and message that prevention saves Hoosiers' lives and Hoosiers' money!
- Participation in National events: Kick Butts, World No Tobacco Day and the Great American Smoke out. The 4th and 5th grade students from 10 separate schools completed hands on experience that describes the breathing process and what happens to our lungs and circulatory system when the chemicals from tobacco products are introduced to our bodies. The students were challenged to share the message throughout the school and the community. They created "Tobacco Slim" to encourage their parents and friends not so smoke.
- Participation in Unity prayer breakfast at United Methodist Church.
- Collaboration with organization to pass a ban on smoking in public place in Marion County. Including surveys, rallies and city-county council hearings.
- Implemented cessation services at the St. Florian Center, increased awareness of the service and registered smoker for services.
- Created a SFC Voice coalition with youth representatives from tobacco-free partnership and local schools. The youth have completed activities including skits, activist neighborhood walk, Operation Big Vote and speaking engagements.
- Tobacco free living and prevention presentations at community events, classroom presentations, youth baseball clinics, Boy Scout troops, overnight stays and retreats, churches, community centers, IBE summer celebration, 50K celebration, tobacco spoof events, media sharp events and other anti-smoking events.
- What is Your Anti-Smoking Activity? "GREAT-TIMES" Marion County youth ages 10 & above were encouraged to send a strong message to tobacco companies that Indiana youth can do several positive things to stay away from tobacco products. Youth facilitators shared information concerning the dangers of tobacco, secondhand smoke, smokeless tobacco, and advertising campaigns that are designed to target our youth.
- The Saint Florian Center and other Tobacco Free Minority Partners are working to prevent tobacco use among youth by: Empowering 100 local youth in becoming involved in Voice, Indiana Youth Speaking Out Against Big Tobacco, working to make Indiana a healthier place to live; Completed, with the help of local law enforcement and volunteers, over 10 tobacco retailer compliance checks to prevent local retailers from selling tobacco to youth.
- The Saint Florian Center is helping people quit tobacco through 10 organizations that are providing comprehensive cessation services in Marion County.

#### *Minority Health Coalition*

#### *Minority-based Tobacco Control Coalition*

- Youth as Resources (YAR) has funded 8 youth groups for \$3,000 to coordinate anti-tobacco activities.
- Butt Out of Our Community actively involved twenty 8 and 9 year olds in a question/answer session regarding the effects of smoking that was featured on the PBS children's television show, "Zoom"
- YAR groups also participated in the Indiana Black Expo Summer Celebration and Take Your Loved One to the Doctor Day.
- The Minority Health Coalition of Marion County has implemented Smoking Isn't Kool (SIK), our health educator goes into Indianapolis Public Schools and presents to the youth facts about tobacco.
- Coaches Against Tobacco (Operation CAT). We have established this program at Northwest High School during their home sporting events.
- Great American Smoke Out, and Kick Butts Day are two events in which we have held activities for our community.

*Flanner House*  
*Minority-based Tobacco Control Coalition*

- Increased awareness about tobacco use among youth
- Provided cessation information and opportunities
- Partnered with the Indianapolis Chapter of Indiana Black Expo and conducted a youth basketball clinic with tobacco free theme
- Trained 111 youth in TATU (Teens Against Tobacco Use)
- Trained 19 adults in TATU (Teens Against Tobacco Use)
- Completed 2 youth orientations that allowed 133 youth to attend Ruth Lilly Health Education Center's Tobacco module
- Recruited over 200 local youth to become involved in Voice, Indiana Youth Speaking Out Against Tobacco
- Cessation services have helped 12 Marion County residents successfully quit tobacco

*Indianapolis Chapter of Indiana Black Expo*  
*Minority-based Tobacco Control Coalition*

- Coalition members received Faith Based Cessation Program Training
- African American Recognition Banquet -focused on tobacco
- Students Helping Others Understand Tobacco (S.H.O.U.T.) Programs implemented at all sites
- Youth attended ITI Leadership Institute
- Formed ICIBE Youth Advisory Council to plan youth activities
- Youth Smoke-Free Bowl-a-thon
- Tobacco surveys given to Church Congregations -persons expressing desire to quit smoking were referred to cessation programs
- Smoke-Free Basketball Clinic. Theme: "Block it Out" Focuses on pitfalls of tobacco use. Information given on tobacco use, prevention and cessation
- Cessation promotion activity, youth challenged parents who smoke to stop for 24 hours and/or enroll in cessation program
- Neighborhood Walk -youth distributed smoke information in neighborhood
- Youth presented Christmas program Tobacco Skit
- Rick Stoddard spoke to youth about Tobacco

*Martin University*  
*Minority-based Tobacco Control Coalition*

- Presented more than 37 tobacco prevention education programs, events, and displays. These included classroom presentations, community group presentations, and health fairs. Through these programs we communicated directly with more than 2900 individuals including teachers, students and youth groups, parents, grandparents, church members, and leaders in our local community. Highlights of the program included "Not in Momma's House" the Indianapolis celebra

tion of women's power against second hand smoke in homes, and the Tobacco Memorial Wall events.

- Implemented the community based cessation counseling program at Martin University, based upon CDC Best Practices, available to everyone, and focused on improving knowledge about tobacco related health disparities, tobacco-related health effects and tobacco cessation in the African American community.

*Parents for Affordable Child Care*  
*Minority-based Tobacco Control Coalition*

- Actively involved in getting the city council to consider passing a ban on smoking in all public places in Marion County
- PACK has conducted 40 training programs on secondhand smoke for parents and staff members.
- Three cessation programs have been conducted in three of the partner's day care centers. Fifteen individuals have been trained on the program.

**Marshall County**

- Great American Smoke-Out News Story.
- Fresh Start & Fresh Start Family Programs in place.
- VOICE movement started and representatives participated in the youth summit.
- Participation in Women's Health Fair and ACS Relay for Life.

**Martin County**

*Community-based Tobacco Control Coalition*

- Kids at a local Vacation Bible School received tobacco prevention education, resulting in them sharing this information with family members who smoke.
- Tobacco Prevention and Cessation has become a focus in the county rather than just a passing thought.
- Several community members successfully completed cessation classes offered by Daviess Community Hospital and the Martin County Health Center.
- Activities were held to start changing community norms and attitudes toward tobacco.
- Loogootee High School students attended the Indiana Teen Institute summer session building on the Voice movement.

**Miami County**

*Community-based Tobacco Control Coalition*

- A county ordinance was written to prohibit smoking in all county buildings, including the courthouse and the highway garage.
- In conjunction with Great American Smoke Out, a poster contest was conducted in all Miami county schools, resulting in over 500 posters being distributed and displayed throughout the county. Additionally, informational displays were set up in junior and senior high schools to distribute information on smoking cessation and prevention.



- Rick Stoddard gave three presentations, two in county schools and one to the public. Afterward, a front-page article appeared in the Peru Tribune.
- Smoking cessation instructors were trained for the Quit Smart Program. The program was implemented in the 4th quarter of 2002.

*Miami Nation of Indians of the State of Indiana, Inc.  
Minority-based Tobacco Control Coalition*

- Participated at Family Day on Grissom AFB and also Diversity Day honoring the Hispanic Community.
- Partnered with Miami County Anti-Tobacco coalition school age poster contest.
- Partnered with New Perspective MHC on health issues related to smoking.
- Presented health effects of smoking to Miami people at this general meeting.
- Participated in the Great American Smoke Out Day by asking people at Miami Indians Bingo to go smoke free for the evening.

**Monroe County**

- TAP and TEG courses
- Monthly public Clearing the Air tobacco cessation class followed by support group
- One-on-One Clinic implemented
- Spring Tar Wars program in elementary schools
- Coalition development to increase membership and participation
- Awarded 4 mini-grants:
  - Sandi Berndt for Jail Inmate cessation resources
  - City of Bloomington cessation programs for city employees
  - Monroe County Community School Corp. Life Skills curriculum
  - Bloomington Playwrights Project for Father Psalm play
- American Cancer Society Great American Smokeout program
- Began Retailer Policy and Advocacy program
- Provided tobacco cessation training course
- Let's Tackle Tobacco educational program for third graders in Monroe County
- Life Skills class presentations
- Rhino's Youth Center teen produces radio/TV spots
- Developed Indoor Clean Air Project to support businesses understanding and compliance with ordinance.
- Attended several health fairs for businesses and community
- IU Woman-to-Woman program kicked off

- Girls Inc. education presentation to young people
- Adolescent Psych classes provided for cessation and prevention
- Wonder Lab organized an advisory committee for Stuffee's Choice and The Breath of Life projects.
- Advocating local ordinance adoption and changes in Bloomington City and Monroe County.
- Partnered with Monroe County Health Department in providing prenatal cessation services.
- Partnering with City to form website content and development. [www.smokefreebloomington.org](http://www.smokefreebloomington.org)

**Montgomery County**

*Community-based Tobacco Control Coalition*

- VOICE sponsored the first-ever Big Tobacco Threat Haunted House, which attracted over 600 visitors, who learned through dramatic reenactments and VOICE giveaway about the devastation cause by Big Tobacco's lies.
- North Montgomery Schools put a stop to tobacco use on campus by instituting a No Smoking Policy on all school grounds.
- VOICE sponsored VOICE Game Show at Strawberry Festival in June (n=500), at Boys and Girls Clubs in February, April and June (average =100 youth) at local skating rink (n=100).
- VOICE youth implemented VOICE Beat at three county high schools, doing a 30-minute rally about Big Tobacco's lies for over 1600 youth.
- Coalition provided TAP at all three county school corporations and alternative school.
- County court and law enforcement enacted protocol for ticketing youth tobacco users and offering TEG/TAP as a diversion program.
- Cessation program implemented for 5 cycles in 2003.
- Retail compliance enforcement and education plan implemented.

**Morgan County**

*Community-based Tobacco Control Coalition*

- Article, "Morgan County, IN Stand Out in Cancer Statistics", Hoosier Times, Sept. 29, '02. Interviewed by reporter Amy May on what Prime Time is doing and will be doing with tobacco funds.
- Tobacco prevention/cessation message presented to at-risk high school students at Mooresville Educational Opportunity Center, Nov. 1, '02.
- In partnership with the American Cancer Society, supplied tobacco education curriculum to 976 Morgan county sixth graders.

## **Newton County**

### *Community-based Tobacco Control Coalition*

- Set up cessation programs and worked with school system on upcoming events.

## **Noble County**

### *Community-based Tobacco Control Coalition*

- Noble County has run one cycle of enforcement of under-aged youth purchasing tobacco. The store and store clerk were cited with a class C infraction.
- Began Cessation Classes for Adults
- Helped all three school systems purchase signage for the school campuses.
- All three school systems are now Tobacco Free Campuses
- Ran a 3-month Billboard Campaign addressing the issue of parents smoking.
- Ran ITPC generated commercials in our local cable viewing area.

### *Templo Betel*

#### *Minority-based Tobacco Control Coalition*

- Ran a Smoke Free Day in the Hispanic Restaurants in Ligonier
- Began running Cessation Classes
- Attended the CACA Conference in Washington, D.C.
- Collaborated with Tobacco Free Noble County Voice called out Dance
- Ran two Awareness Talks in local Churches
- Working with two after school programs in West Noble Schools

## **Ohio County**

### *Community-based Tobacco Control Coalition*

- Promoted awareness of dangers of cigarette smoking.
- Working to prevent tobacco use among youth by working closely with the school and community organizations to educate the youth on dangers of tobacco use.
- Empowering local youth in becoming involved in VOICE, working to make Indiana a healthier place to live
- Providing area schools with opportunities for mini grants for tobacco prevention and cessation programs.
- Completed, with the help of local law enforcement and volunteers, over 6 tobacco retailer compliance checks to prevent local retailers from selling tobacco to youth.
- Helping people quit tobacco through 2 organizations provid-

ing comprehensive cessation services.

- Services have helped 10 Ohio County residents to quit tobacco.

## **Orange County**

### *Community-based Tobacco Control Coalition*

- Local FFA students received peer training, planned and rehearsed a presentation, and took their anti-tobacco message to local elementary students.
- Subcontractors and guest speakers have made 187 classroom presentations to an audience of 2,162 students since May 2002. During these visits, nearly 7000 brochures, pamphlets and other educational items have been distributed to students. The majority of these presentations have been made to students in the grades at high risk for smoking initiation, grades 5-8.
- Education encounters with pregnant women and new mothers have produced the following results:
  - 34 of 36 women quit or decreased their smoking (25 quit and 9 decreased); 11 of these women remained smoke free post-partum; 55 of 69 women indicated a decrease in exposure to secondhand smoke of their families.
- Three sessions of cessation classes produced 48 sign-ups. Sessions included a series of classes at a local manufacturing plant, a series for students at a local school system, and a series of classes for the general public. Additional, 80 quit packs have been distributed to smokers and/or their families who have expressed an interest in quitting.
- Ongoing public awareness campaigns have featured more than 100 posters displayed in county government buildings, schools, and businesses. These posters highlight the dangers of tobacco and feature contact information for the local coalition. Additionally, 51 items highlighting the coalition's activities have appeared in local newspapers.
- In-service training has been provided at four social service agencies to increase awareness of effects of tobacco and inform these agencies of resources available through the local coalition.
- Youth initiatives have included two youth representatives at "That Tobacco Thing" youth summit in Indianapolis in 2002. Seven youth representatives at Voice youth summit in Indianapolis in 2003. Voice chapter created in Paoli began meeting in spring of 2003; 2 adults completed Teens Against Tobacco Use (TATU) training and began implementation in Spring 2003.

## **Owen County**

### *Community-based Tobacco Control Coalition*

- TEG classes were offered / presented to 1st, 4th, 6th 7th and 8th grade classes.
- Rick Stoddard visited the Owen Valley High School and Middle School
- Students Against Destructive Decisions developed and led

Owen County VOICE efforts.

- FFA took the Healthy Lifestyles Challenge and was awarded \$500.
- All public buildings are now smoke free.
- Held a Great American SmokeOut - Cold Turkey Day, referring patients for cessation classes.
- Hamilton Center will be providing cessation classes with local doctors referring their patients to these classes.
- Created a tobacco ad published through WSKT.
- Sponsored a smoke free dining ad in Evening World and also published it in the Vigo County Dining Guide.
- Sponsored Agriculture Day at the Fairgrounds in April and sponsored 2 Healthy Kids Days
- Participated in the Women's Health Festival and the Boston Scientific Employee Health Fair and promoted Smokefree Lifestyles at the Apple Butter Festival

### **Parke County**

#### *Community-based Tobacco Control Coalition*

- The formation of the Parke County Partners for Tobacco Prevention and Cessation was the first time organizations in Parke County have united to work toward a common goal in regard to the progress and improvement of Parke County. These Partners can now move forward and perhaps address other common issues for the betterment of this county.

### **Perry County**

#### *Community-based Tobacco Control Coalition*

- Established grant programs to make tobacco prevention and cessation funding available to schools and other community organizations.
- Built strong community coalition (see above list) to coordinate local tobacco control efforts.

### **Pike County**

#### *Community-based Tobacco Control Coalition*

- Pike County Tobacco Cessation Program established.
- One area business went smoke-free for one day in celebration of World No Tobacco day May 31, '02.
- Fourteen area children submitted posters and four emerged as winners for a poster contest held in celebration of World No Tobacco day.
- Red Ribbon Rallies were held in October, at 3 area elementary schools in which approximately 1,000 children participated.
- 160 sixth graders participated in the ACS's Great American Smokescream program on 2002's Great American Smokeout Nov. 21st.

- Engaged all 4th and 5th graders in "Tar Wars" program and poster contest.

- Recognized four area smoke-free restaurants on World No Tobacco Day 2003.

### **Porter County**

#### *Community-based Tobacco Control Coalition*

- Voice Youth Ask Restaurants to Go Smoke Free:

-Porter County Voice youth worked with smoke free restaurant owners to develop a program that encourages restaurants to change their policy to smoke free. The youth invited 5 area restaurants and asked for a policy change.

-Additionally, 6 other restaurants were targeted and approached by the youth in a less formal presentation also asking for owners/managers to request a policy change. The youth also hosted a mock restaurant night at the YMCA inviting restaurant owners, media, and coalition partners to attend. The youth presented their presentation to 10 attendees and got local media coverage about the effects of secondhand smoke in restaurants and the benefits of smoke free policies.

- Legislative Forum:

-Coalition members and mini-grant recipients hosted a public forum with local state legislators to ask for their continued support of tobacco control funding at the same level of previous funding. Coalition members thanked representatives and senators for their past support of tobacco control programs and talked about their local projects and how the funds have benefited Porter County

-Three legislators (Rep. Charlie Brown, Rep. Duane Cheney and Sen. Ralph Ayres) listened to 21 local agencies that presented information about the benefits tobacco settlement funding has provided to the community to help eradicate the toll of tobacco use. The presentations included local community health centers (Hilltop House), minority partners (LULAC), and state, and regional partners (Latino Institute & IN Carpenters).

- Sound Your VOICE Teen Dance:

-The Porter County VOICE group hosted a VOICE recruitment event. Guest speaker Rick Stoddard was featured in Indiana PSA's around the state. The dance was attended by 180 area youth in grades 6-9. Stoddard talked about his personal experience with tobacco use and how it affected his family.

-The event concluded with a dance and PC VOICE distributing gear and information about tobacco's white lies and the Indiana VOICE movement. Stoddard had spent the day talking to area youth about tobacco use at Willowcreek Middle School and Valparaiso High School.

- Cessation Services Increased:

- Porter Memorial Health Systems, Care Counseling, and Hilltop Community Health Center offer cessation services as part of an ongoing effort to provide cessation counseling services in Porter County in both group and individual settings including services specifically for pregnant women.

-Services are provided free or at low cost and are based on successful models for smoking cessation as outlined by the Centers for Disease Control and Prevention.

■ Area Businesses Get Guidance on Making their Work Place Smoke Free:

-In a collaborative effort with Wellness Council of Indiana and Smokefree Indiana, a decision maker's tool kit was developed and distributed to over 2000 area business managers, chamber representatives or community leaders assisting policy makers in implementing a smoke free policy and the benefits of doing that. As a result, area business representatives have joined together to develop further programs to address the issue in the county.

*League of United Latin American Citizens, Council #5016*  
*Minority-based Tobacco Control Coalition*

- Contacted local Portage Food Pantry, 380 clients, where a high percent smoke or live on secondhand smoking atmosphere. Encouraged to STOP smoking and alerted them of health problems caused by smoking.
- Alerted new mothers of smoke-free cessation at Porter Memorial Hospital.
- Presentation to Boys & Girls in Valparaiso about secondhand smoke.
- Dr. Arjun K. Gupta and Personal Health Management provides a smoke-free environmental and promotes smoke cessation programs.
- C.A.P.A.B.L.E., Porter alert students of secondhand smoke, Free Noses and Clean Air, etc.
- Attended Home Town Picnic in June and July Festival Picnic in July in Chesterton. Passed out literature about becoming smoke-free, promoting cessation and the dangers of secondhand smoke to all ages.
- Put up a display at the Portage Public Library about health problems, gross mouth, lung problems, as well as at the Portage Dental Clinic, associated with Portage High School, for teens about smoking and secondhand smoke.
- Contacted local business IMEX-MAX in Chesterton for information about tobacco (the workers are 70% women and smoke).
- Contacting local restaurants about going smoke-free.
- Promoting in Valparaiso and Portage, Portage Adult Education ESL classes about dangers of smoking.
- Presentation in Carrying Place on cessation and secondhand smoke.

**Posey County**

*Community-based Tobacco Control Coalition*

- Rick Bender spoke to over 400 youth about the dangers of smokeless tobacco.
- Participated in local parades and health fairs.

■ McKim's IGA donated dozens of turkey sandwiches for a Quit Cold Turkey sandwich giveaway the coalition held in their store on the Great American Smokeout.

■ A toxic-smoke rolling billboard was created by the solid waste district and displayed on their truck.

■ Six youth attended the VOICE Youth Summit.

■ Cessation classes were held at the Poseyville library.

■ Cessation education was given to all WIC clients.

■ The Parks & Recreation Department held a summer program that provided tobacco education.

■ Every tobacco retailer was checked for compliance in minor access laws.

■ Recruited local teens for VOICE movement at Relay for Life, Mt. Vernon Summerfest and Otters Baseball Game.

■ Rick Stoddard spoke to Mr. Vernon Jr. High and New Harmony students.

■ Met with every principal in the county to promote the Get Real About Tobacco Prevention curriculum.

■ Newsletter was distributed in both county newspapers.

■ Provided funding for the hiring of a high school social worker who will provide tobacco education and cessation services.

**Pulaski County**

*Community-based Tobacco Control Coalition*

■ Provision of individual counseling to prevent youth initiation into smoking to students in all school systems serving Pulaski County youth.

■ Purchased educational materials for students at West Central Schools (K-12).

■ Nicotine Testing program at Eastern Pulaski Schools

■ Training of two Healthy Families Nurses in TAP and TEG.

■ Provision of individual youth counseling and education sessions in the out of school suspension setting (99 hours to date)

■ Implementation of Making yours a Fresh Start Family through local health care providers.

■ Youth services coordinator attended TAP & TEG

■ Two RN's from Pulaski Memorial Hospital attended "State of the Art" cessation workshop in Indianapolis.

■ Hired a full time health education coordinator to coordinate services funded by ITPC, local health department, and prenatal screening program.



## **Putnam County**

### *Community-based Tobacco Control Coalition*

- We brought in a nationally known speaker who shared his tragic story at local high school, middle school, and DePauw University.
- Six restaurants and one business participated in the Great American Smoke-Out.
- Kicked-off a Putnam County VOICE movement.

## **Randolph County**

### *Community-based Tobacco Control Coalition*

- Tar Wars presented to Union City 4-5th graders by request of the school nurse
- Randolph county jail employees go smoke free.
- Wick's Pies went smoke free.
- Sharp's Marathon quit selling tobacco products.
- TAP-TEG presented to alternative classroom.
- Cessation classes during wellness clinic at Fidler medical pavilion.
- Cessation class at community corrections for work-release prisoners and public. Student Nicole Stipp spoke at x-change-she is a student of Randolph County.
- Student council at Winchester high school participated in kick butts day and asked coordinator to present at lunch periods.
- A.G. day and 4-H fair presentations.
- Spoke with rotary club and the substance abuse task force.
- Co-sponsor of Relay for Life.

## **Ripley County**

### *Community-based Tobacco Control Coalition*

- Six food establishments recognized as smoke free.
- 2000+ patrons viewed ITPC anti-tobacco TV ads via area drive-in
- Four citizens successively participating in the FreshStart Cessation Program.
- Five expecting mothers participating in PSUPP program.

## **Rush County**

### *Community-based Tobacco Control Coalition*

- Tobacco Prevention Curriculum in schools
- Cessation Classes
- Second Hand Smoke prevention workshop
- Speakers at High School

- Presentations to local businesses regarding benefits of smoke free policy

- Working to prevent tobacco use among youth by providing area schools with \$13,000 for tobacco prevention and cessation programs.

## **Scott County**

### *Community-based Tobacco Control Coalition*

- Jeeves & Company, a local restaurant, went smoke free.
- Teens Against Tobacco Use Group - 27 members; monthly meetings
- Adult Cessation Class.
- Coalition started capacity building.
- TEG started.
- Reached 125 4th & 5th graders with Tar Wars.
- Presentation to Just Say No Clubs, 100 kids reached.
- Participation in local fairs and festivals such as Courtfest, Courtyard Christmas, Winterfest and Health Fair.
- Participated in local Citizens Against Substance Abuse LCC meetings.
- Monthly Coalition meetings. - with Scott County Tobacco Prevention and Cessation Coalition participating in Southern Indiana Smoke Free Dining Guide.
- Funding grantees to promote cessation, prevention and knowledge of tobacco dangers and issues.
- Restaurant Surveys.
- VOICE activities at local fairs and community festivals
- TAP/TEG - cessation classes for adults and youth. Tuesdays and Thursdays participation in all trainings and phone calls at ITPC.

## **Shelby County**

### *Community-based Tobacco Control Coalition*

- One of two county Fairs with designated smoke free day.
- 6 restaurants went smoke free for Great American smoke out (first time ever).
- Conducted retailer tobacco compliance checks citing over 15 retailers for sales to underage youth.
- Provided training for Healthy families to implement smoke free education in their home visits.
- Offered healthy families participants free cessation classes
- Developed Smokefree dining guide with 13 smoke free restaurants with 1 restaurant smoke free on Sundays.
- As of June 2003 all school campuses are smoke free.
- Countywide survey done at the county fair to assess public

opinion of smoking related issues.

### **Spencer County**

#### *Community-based Tobacco Control Coalition*

- Distributed Tobacco pamphlet/slide guides to North Spencer School Corp. and South Spencer School Corp. (250 of each kind to both school corps).
- Coordinator scheduled presentation for the Spencer County Regional Chamber of Commerce in May 2003.

### **St. Joseph County**

#### *Community-based Tobacco Control Coalition*

- 22 ways to Quit -a TV production outlining the hazards of smoking and ways to quit. Tremendous response from the community, we received over 200 phone calls requesting assistance to quit smoking.
- Tobacco Cessation Programs -the creation and implementation of cessation program for the indigent health care clinics. Tobacco Cessation Specialists develop individualized smoking cessation plans for clients of clinics.
- March - June present at 4 regional community health fairs reaching over 2500 families.

#### *St. Joseph County Minority Health Coalition*

##### *Minority-based Tobacco Control Coalition*

- Tap & Teg Training completed by staff

Tom Joyner Show-Century Center media event reaching approximately 1,500 attendees, largely minority. Looped ITPC anti tobacco message all day

Community announcement for RFP and tobacco awareness held at IUSB Technical Training -aired on local media and recorded for archives

- Mini grantees awarded funding/Training to reduce tobacco use in minority communities
- Combined press conference with Healthy Community Initiative
- 1st Celebration of COMOL grantees to identify program activities to the community
- Rolling Out Tobacco-2nd hand smoke activity for the family. Local minority radio station served as DJ and delivered tobacco use facts.
- Cessation Programs-Offered through county jail to primarily minority men and women

### **Starke County**

#### *Community-based Tobacco Control Coalition*

- Building a strong broad based coalition representing the entire county.
- Opened up the grant process to all those in the county who would like to participate in tobacco control.

- Have a strong presence in the school system.
- Offered many cessation programs throughout the county.

### **Steuben County**

#### *Community-based Tobacco Control Coalition*

- Representation at Healthy Kids Day, the American Cancer Society Relay for Life, and the 4-H Fair
- Media Presentation for smoke free facilities (several businesses and restaurants)
- ALA training for facilitators - Freedom From Smoking
- Mini-grants active and ongoing

### **Sullivan County**

#### *Community-based Tobacco Control Coalition*

- Union High School's sophomore class held a smoke free tailgate party before a home football game. The entire sophomore class made t-shirts with smoke free messages on them. They had free pizza and drinks to give to the students that came to the event.
- The summer of 2002, the Sullivan County Tobacco Prevention and Cessation Coalition held a smoke free Splash Party free to Community. The Splash Party was held at the Sullivan YMCA swimming pool. 100.7 Mix-FM was DJ for the event and there were free pizzas, cookies, and drinks for everyone. The coalition handed out information about tobacco and gifts with prevention information on them.
- The Sullivan County Tobacco Prevention and Cessation Coalition published and distributed 5,000 Smoke Free Dining Guides.
- The Sullivan County Youth Coalition has been formed and is working on projects for their schools and the community to discourage tobacco use.
- Dugger Elementary School participated in the Tar Wars program.
- Sullivan County Elementary Schools participated in the American Cancer Society's Great American Smokescreen program.
- Guest speaker Rick Bender presented to the three high schools in Sullivan County.

### **Switzerland County**

#### *Community-based Tobacco Control Coalition*

- Sent a team to the Indiana Teen Institute
- Mini-grant with School Corporation for Kick Butts Day activities; placemats used in local restaurants.
- Mini-grant to school corporation for "Parenting for Smoking Prevention" Program.

## **Tippecanoe County**

### *Community-based Tobacco Control Coalition*

- Realigned work plan to policy-based initiatives
- Foundation laid for massive media campaign (billboards, newspaper, city buses) beginning September 1, 2003.
- CFRC approached Hispanic businesses to become smoke free.
- Prevention and cessation classes offered for Hispanics in their own language.

### *Minority Health Coalition of Tippecanoe County, Inc. Minority-based Tobacco Control Coalition*

- We were able to purchase videos, flyers, books, a smoker-lyzer, computer, printer and incentives. These visual aids help to capture the attention of the smoker, bringing them to awareness of the dangers of tobacco usage.
- Empowering local youth in becoming involved in VOICE, Indiana Youth Speaking Out Against Big Tobacco, working to make Indiana a healthier place to live.
- Helping people quit tobacco through 7 organizations that are providing comprehensive cessation services.
- Services have helped 10 minority residents to quit tobacco altogether and has helped raise awareness about tobacco among hundreds.

### *Community and Family Resource Center - Centro Hispano Minority-based Tobacco Control Coalition*

- More than 4,000 people have answered the intake form that allows us to know who smokers are and who has someone in their family that smokes.
- April 2003- The anti-tobacco booth at the Day of the Children's event was a success in our efforts to prevent tobacco use. Over 400 people attended this Hispanic Holiday celebration and most people were given anti-tobacco literature. Also, children played spin the wheel and won prizes with a non-smoking message.
- August 2003- Had a booth to display and distribute tobacco information in Spanish at the first Hispanic Health Fair in Lafayette.
- Approached Hispanic businesses on advantages of becoming smoke-free.
- Offered Tobacco Prevention and Cessation classes in Spanish

## **Tipton County**

### *Community-based Tobacco Control Coalition*

- Three teens and Jennifer Johnson of the Boys & Girls Club attended the first annual Indiana VOICE Summit in April 2002.
- The Tipton County Voice Group distributed "White Lies," tobacco cessation and second hand smoke materials at the Tipton County Pork Festival in September 2002.

■ The Tipton SADD group was sponsored to distribute "Trick or Treat" bags to county elementary school students at Halloween.

- A Tipton County Smoke-Free Restaurant survey was completed.
- Trained "Quit Smart" facilitators and began offering cessation classes: 1:1 and group.
- 2 members attended TATU training.
- School Superintendent approached by SADD to encourage Smoke Free campuses.
- Boys and Girls Club Smoke Free Summer Camp: focused on tobacco prevention.
- Mini 4H Camp - Tobacco education and T-shirts with tobacco prevention logo.
- Sponsored Tipton County tobacco prevention logo contest with media coverage.
- Sponsored ads at local movie theater, including local contact information.

## **Union County**

### *Community-based Tobacco Control Coalition*

- Developed a partnership with Union County FFA Chapter.

## **Vanderburgh County**

### *Community-based Tobacco Control Coalition*

- Televised town hall meeting on tobacco.
- Distributed 2,000 copies of smokefree dining guide listing 114 smokefree restaurants in Vanderburgh County. (20 % increase in smokefree restaurants from June 2002 to June 30, 2003).
- Sponsored Smokefree Workplace Seminar.
- Launched website in October resulting in 15,000 hits
- Partnered with Evansville-Vanderburgh School Corporation to increase tobacco-related education through nursing staff.
- Over 600 participated in cessation classes.
- Established Voice Youth movement

### *Evansville Minority Tobacco Prevention and Cessation Project Minority-based Tobacco Control Coalition*

- The Empty Pack Project sponsored a Community Awareness Workshop and luncheon on October 16, 2002 to educate key community members on tobacco control and issues that impact African Americans and other minorities. Over 50 key community members were able to hear presentation from tobacco control educators and advocates that included nationally known tobacco control advocate, Brenda Bell Coffee.
- The Black Leadership Conference sponsored a Youth Summer

Festival on June 20, 2002, at the Carver Ridley Rollerdrome in which fifty plus parents signed the pledge to maintain a smoke-free home.

- The Substance Abuse Council of Vanderburgh County Grassroots Prevention Coalition sponsored a youth conference (YouthCAN) on Sept. 30, 2002, targeting (120) youth for an overnight conference held at the Holiday Inn in Evansville. Youth heard prevention messages from providers, and key leaders in the community on alcohol, tobacco, and other drugs.
- Vanderburgh County Corrections Complex, a work release program overseen by the Vanderburgh County Sheriff's office held a 6-week cessation program to address the high number of participants that smoke at the facility in October of 2002.
- Community Action Program of Evansville (CAPE) distributed 500 booklets targeting African American women and 2500 key chains with prevention messages to Head Start parents and CAPE customers starting in October of 2002.
- Vanderburgh County Minority Health Coalition holds monthly cessation classes targeting high-risk populations specifically pregnant minority women.
- First Ebenezer After School Program sponsors an after-school program targeting at-risk children and focused their program on disseminating tobacco use prevention messages utilizing tobacco curriculum and activities.
- Impact Ministries sponsors a program, Open Impact, that is an after-school program offering structured activities and crafts. It utilizes the SmartMoves curriculum on smoking prevention.
- Empty Pack launched the first African American Tobacco Free Week June 9-14, 2003. Mayor Russell G. Lloyd, Jr., issued a proclamation declaring the week. Events for the week included Brenda Bell Caffee and the "Not In Mamma's House" presentation on June 10, 2003. The event captured radio, television and print media coverage. There were approximately 50 individuals that gathered at the C. K. Newsome Community Center to hear the presentation. Also on June 14, 2003, Project Faith training was held at Zion Missionary Baptist Church. There were 10 churches that participated in the training conducted by the Moving In the Spirit Ministries Church of Gary, IN.

## **Vermillion County**

### *Community-based Tobacco Control Coalition*

- Celebrated Kick Butts Day in both north and south part of the county for first time.
- Received certification in TAP and TEG training.
- Took seven students to Youth Summit (VOICE) and are actively recruiting students for countywide student against tobacco movement.
- Completed Tar Wars programming, poster contest, and prize

party at both the state and county levels.

- Conducted weeklong anti-tobacco display and a school convocation along with the IHSAA at a high school.
- Began Stick-It initiative.
- Participated in school sponsored Family Night Out.
- Meeting with school personnel to get tobacco prevention curricula in place.
- Sponsored American Cancer Society's Relay For Life.
- Celebrated World No Tobacco Day in a smoke-free restaurant.
- Took a student to ITI camp.
- Sponsored anti-tobacco weeklong exhibition at the Vermillion County Fair.
- Facilitated several anti-tobacco activities at two 8-week long, after school drug prevention programs.

## **Vigo County**

### *Community-based Tobacco Control Coalition*

- Fun Fest 2003: Not in Mamma's House: Eliminating Secondhand Smoke

The Minority Health Coalition encouraged participants to fill out a ■ "Not in Mamma's House" pledge card and several "White Lies" bags were handed out to the parents that attended. Vendors from several organizations participated by setting up a booth to present information about their organization. 100.7 Mix FM was DJ for the event and prizes were given to dance contestants and participants who had ten vendors sign their card. "Momma" and "Pa" did a skit for the participating children on how unhealthy it is to smoke in the house.

- TAP & TEG Program: For eight weeks at a time, two tobacco cessation facilitators gave classes to participants interested in quitting smoking and learning the hazards of tobacco.
- Minority Health Coalition Baby Shower: The Tobacco Control Coordinator gave a "dramatic" presentation to expecting moms on the chemicals that are present in tobacco by giving them gifts. In these gifts were house cleaners that had the same chemicals in them as tobacco.
- Kids Rock Lock In: The children from the Afternoons R.O.C.K in Indiana After School Program stayed overnight at the Minority Health Coalition to learn about the dangers of tobacco by playing anti-tobacco games.
- Smoke Free Minority Business Certificates: The Minority Health Coalition gave out about 30 smoke free certificates to minority businesses that were smoke free.
- Tobacco Control Proposal Writing Workshop: The Minority Health Coalition invited minority organizations to learn how to write a proposal to get funding from ITPC for an anti-tobacco event.
- Afternoons R.O.C.K in Indiana After School Program: The Minority Health Coalition, contracted by C.H.A.N.C.E.S for

Indiana's Youth, holds an after school program twice a week for students at Sarah Scott Middle School. During the program students participate in alcohol, drug and tobacco education and games, go on field trips and hold a play at the end of the program.

## **Wabash County**

### *Community-based Tobacco Control Coalition*

- Adult cessation program (classes)
- Tobacco prevention programs in schools
- Great American Smokeout

## **Warren County**

### *Community-based Tobacco Control Coalition*

- Hired a part-time tobacco prevention & cessation coordinator to administer grant activities
- Formed a Tobacco Advisory Board to monitor & conduct grant activities
- Spoke to various community groups about the tobacco prevention and cessation program
- Conducted Tobacco Retailer Training
- Spoke to various groups about the consequences of smoking and secondhand smoke dangers
- Conducted a smoke-free restaurant survey
- Had an information booth at a variety of county events
- Conducted smoking cessation classes
- Awarded mini-grants to 4 community organizations
- Hosted a "Make Yours a Fresh Start Family" training to community agencies that serve at-risk families
- Taught TEG classes at the alternative school
- Conducted a Teens Against Tobacco Use (TATU) training for 9th
- 11th graders, 47 students were trained.
- Conducted a Tobacco Use Survey with all Head Start families.

## **Warrick County**

### *Community-based Tobacco Control Coalition*

- Warrick County School Corporation implemented a smoke-free campus policy and TAP and TEG.
- Moved one of Warrick County's largest employers, Alcoa, one step closer to a smokefree policy.
- Warrick County participated with Vanderburgh County on the Smokefree Dining Guide with 21 smokefree restaurants. (A 20% increase in smokefree restaurants from June 2002 to June

30, 2003).

- Held cessation classes in Warrick County at Alcoa, Crossroads, and Deaconess Women's Hospital, over 120 participated in cessation programs.

## **Washington County**

### *Community-based Tobacco Control Coalition*

- Local school based program reached 246 elementary students (4th and 5th graders).
- Anti-tobacco and Life Skills presentations are being made in all three Washington County middle schools.
- Six local restaurants are smoke free and one local restaurant that recently opened is smoke free.
- One school campus is smoke free.
- Local hospital holds cessation classes monthly with nicotine patches provided by Health Department
- One factory pays for cessation program - if completed.
- One factory encourages cessation by offering discount on insurance.
- Several teens went to the youth summit and Indiana Teen Institute Summer Camps.

## **Wayne County**

### *Community-based Tobacco Control Coalition*

- Hosted TATU training program.
- Distributed materials to elementary schools regarding tobacco prevention.
- Distributed materials to physicians regarding patient checks and reminders.

### *New Life Church of Nazarene*

#### *Minority-based Tobacco Control Coalition*

- Were approved for a grant March 2003, the Wayne County Minority Coalition for Holistic Community Development.
- Bethesda Dream Centers had carnival that netted 2500 people, youth and adults, material and prizes distributed.
- Distributed grant funds to grantees.
- Bethel had a coalition orientation.
- Agape - Kick Day - distributed 150-survey community collaboration and talent show - Geminis. Youth advisors for 36+ adolescent girls.
- Women (minority coalition) set up booth.



# Footnotes

<sup>1</sup>Centers for Disease Control and Prevention, unpublished data, 2002

<sup>2</sup>Centers for Disease Control and Prevention. Investment in Tobacco Control: State Highlights-2002. Atlanta, GA: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>3</sup>Prevalence data from all states adult smoking for 2002 was not released by CDC at the time of this publication, therefore the state comparisons use 2001 data.

<sup>4</sup>Odds ratio were derived using models that controlled for all other variables; odds ratio were statistically different from 1 ( $p < 0.05$ ). Results adjusted for survey design.

<sup>5</sup>NYTS is a comparable instrument conducted nationally by the American Legacy Foundation.

<sup>6</sup>Indiana did not achieve the response rate (60% overall) required by CDC protocol. While this does not detract from the validity of the data or the weighting scheme, any statements made about the data must be made with this consideration.

<sup>7</sup>Centers for Disease Control and Prevention, Office on Smoking and Health, "African Americans and Tobacco", Fact Sheet

<sup>8</sup>Centers for Disease Control and Prevention, Office on Smoking and Health, "African Americans and Tobacco", Fact Sheet Centers for Disease Control and Prevention. At-A-Glance. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. Atlanta: CDC, 1998.

<sup>9</sup>U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Latinos: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1998

<sup>10</sup>Centers for Disease Control and Prevention, Office on Smoking and Health, "African Americans and Tobacco", Fact Sheet U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1998.

<sup>11</sup>U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Latinos: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1998

<sup>12</sup>American Cancer Society, Inc. Cancer Facts and Figures 2000. Atlanta: ACS, 2000

<sup>13</sup>U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Latinos: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for

Disease Control and Prevention, 1998

<sup>14</sup>Centers for Disease Control and Prevention. "Smoking attributable mortality and years of potential life lost—United States, 1990". MMWR 42(33): 645-8.

<sup>15</sup>U.S. Health and Human Services. Reducing the Health Consequences of Smoking: 25 Years of Progress. A report of the Surgeon General, 1989.

<sup>16</sup>While these rates seem different for men and women, the number of Latinos in the 2002 Indiana Adult Tobacco Survey was too small enough to result in any significant differences. Further investigation is needed to determine any differences.

<sup>17</sup>U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Latinos: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1998.

<sup>18</sup>U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Latinos: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1998.

<sup>19</sup>1999, 2000, and 2001 Indiana birth certificate data. Indiana State Department of Health.

<sup>20</sup>Centers for Disease Control and Prevention, unpublished data, 2002

<sup>21</sup>Centers for Disease Control and Prevention. "Cigarette Smoking-related Mortality" Fact Sheet. [http://www.cdc.gov/tobacco/research\\_data/health\\_consequences/mortality.htm](http://www.cdc.gov/tobacco/research_data/health_consequences/mortality.htm)

<sup>22</sup>U.S. Department of Health and Human Services (HHS), Reducing the Health Consequences of Smoking: 25 Years of Progress. A report of the Surgeon General, DHHS Publication No 89-8911, 1989.

<sup>23</sup>National Institutes of Health, "Cancer Rates and Risks" (1996).

<sup>24</sup>Thun, M. "Mixed progress against lung cancer." Tobacco Control 7: 223-226 (1998).

<sup>25</sup>2002 State Tobacco Control Highlights

<sup>26</sup>Centers for Disease Control and Prevention. Smoking-attributable mortality and years of potential life lost — United States, 1990. Morbidity and Mortality Weekly Report 1993;42(33):645-8.

<sup>27</sup>American Lung Association Fact Sheet. 2000

<sup>28</sup>U.S. Department of Health and Human Services (HHS), Reducing the Health Consequences of Smoking: 25 Years of Progress. A report of the Surgeon General, DHHS Publication No 89-8911, 1989.

<sup>29</sup>Centers for Disease Control and Prevention. Investment in Tobacco Control: State Highlights-2002. Atlanta, GA: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>30</sup>U.S. Department of Health and Human Services (HHS), Reducing the Health Consequences of Smoking: 25 Years of Progress. A report of the Surgeon General, DHHS Publication No 89-8911, 1989

<sup>31</sup>Centers for Disease Control and Prevention.

Investment in Tobacco Control: State Highlights-2002. Atlanta, GA: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>32</sup>U.S. Environmental Protection Agency (1989). Indoor Air Facts: Environmental Tobacco Smoke: Centers for Disease Control and Prevention.

<sup>33</sup>Glantz et al.(1995). Journal of American Medicine, 273, 13: 1047-1053.

<sup>34</sup>CRS Report for Congress, Environmental Tobacco Smoke and Lung Cancer Risk: EPA (1994). Secondhand smoke-Setting the Record Straight.

<sup>35</sup><http://tobaccofreekids.org/reports/settlements/TobaccoToll.php3?StateID=IN>

<sup>36</sup>Centers for Disease Control and Prevention, "State-specific prevalence of cigarette smoking among adults, and children's and adolescent's exposure to environmental tobacco smoke—United States 1996", MMWR 46(44).

<sup>37</sup>DiFranza, J.R. and R.A. Lew, "Effect of Maternal Cigarette Smoking on Pregnancy Complication and Sudden Infant Death Syndrome," Journal of Family Practice 40(4): 385-94.

<sup>38</sup>Centers for Disease Control and Prevention.

<sup>39</sup>National Cancer Institute, National Institute of Health

<sup>40</sup>Glantz S.A. Tobacco Biology and Politics: An Expose of Fraud and Deception. 1999.

<sup>41</sup>Centers for Disease Control and Prevention. Investment in Tobacco Control: State Highlights-2002. Atlanta, GA: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>42</sup>Campaign for Tobacco Free Kids Fact Sheet, "Increasing State Smoking-caused Medicaid Costs and Future Medicaid Savings from a 25% Reduction to State Smoking Rates".

<sup>43</sup>State-specific trends in smoke-free workplace policy coverage. The Current Population Survey Tobacco Use Supplement, 1993 to 1999 National Cancer Institute

<sup>44</sup>2002 Indiana Adult Tobacco Survey, all comparisons between current smokers and all other respondents were statistically significant,  $p < 0.5$ .

<sup>45</sup>National Campaign for Tobacco Free Kids Fact Sheet. <http://tobaccofreekids.org/research/factsheets/pdf/0098.pdf>

<sup>46</sup>Tauras et al, "Effects of Price and Access Laws on Teenage Smoking Initiation: A National Longitudinal Analysis.

<sup>47</sup>Chaloupka F. and Pacula R. "An examination of gender and race differences in youth smoking responsiveness to price and tobacco control policies," National Bureau of Economic Research, 1998.

<sup>48</sup>National Campaign for Tobacco Free Kids Fact Sheet <http://tobaccofreekids.org/research/factsheets/pdf/0097.pdf>

<sup>49</sup>Kozlowski LT, Pillitteri JS. Beliefs about "light" and "Ultra light" cigarette: an overview of early efforts and published research. Tobacco Control 2001; 10 (suppl 1): i12-16.

<sup>50</sup>Thun MS, Burns DM. Health impact of "reduced yield" cigarettes: a critical assessment of the epidemiological evidence. Tobacco Control 2001; 10 (suppl 1): i4-11.

<sup>51</sup>The Behavior Risk Factor Surveillance Survey (BRFSS) is a national survey conducted at the state-level to monitor state-level prevalence of the major behavioral risks among adults associated with premature morbidity and mortality. The BRFSS defines "current smokers" as a person who has ever smoked 100 or more cigarettes. The Indiana State Department of Health conducts the BRFSS. While ITPC will continue to use the BRFSS data as a primary prevalence measure, in 2002 the Indiana Adult Tobacco Survey (ATS) was conducted providing another valuable source of Indiana adult smoking rates. These data also report Indiana's adult smoking rate at 27%.

<sup>52</sup>National Youth Tobacco Survey (NYTS), 2000. NYTS or other national data is not yet available for 2002.

<sup>53</sup>The Youth Tobacco Survey (YTS) is a national survey endorsed by the Centers for Disease Control and Prevention (CDC) and the American Legacy Foundation. This survey will be conducted in alternating years to produce biannual prevalence rates for youth in grades 6th through 12th. These surveys define "current smoking" as is the student who smoked cigarettes one or more days in the past thirty (30) days. Indiana did not achieve the response rate (60% overall) required by CDC protocol.

<sup>54</sup>The Youth Tobacco Survey (YTS) is a national survey endorsed by the Centers for Disease Control and Prevention (CDC) and the American Legacy Foundation. This survey will be conducted in alternating years to produce biannual prevalence rates for youth in grades 6th through 12th. These surveys define "current smoking" as is the student who smoked cigarettes one or more days in the past thirty (30) days.

<sup>55</sup>Mathews T. Smoking during pregnancy in the 1990s. National vital statistics reports: vol 49 no 7. Hyattsville, Maryland: National Center for Health Statistics. 2001. The national average of 12% is for 1999 when the Indiana rate was 21%. It is assumed that the national average for 2002 would be approximately 12%, as no new national data is available at this time.

<sup>56</sup>The Indiana Natality Report includes information on births to Indiana residents that occurred during 2000. Information is presented at the state, county, and city level (the 26 largest cities). This report includes data by age, race, and marital status of the parents; characteristics of the newborn such as birth order and congenital anomalies; and outcome indicators such as alcohol and tobacco use during pregnancy, gestation length, and birth weight.

<sup>57</sup>The Youth Tobacco Survey does not specifically ask if a physician has discussed "cessation options" with the youth patient, but it does ask if the physician has discussed the "dangers of tobacco use" with the patient. This measure could be proxy to get information on physicians talking with youth about cessation.

<sup>58</sup>SFY 2002 only includes data for 9 months, October 2001 to June 2002. ITPC funding for TRIP began in Fall 2001.

<sup>59</sup>Tobacco Retailer Inspection Program (TRIP) is currently conducted through the Indiana Excise Police. TRIP is a routine surveillance system that inspects tobacco retailers throughout the year. The Synar amendment requires States to conduct compliance checks at a specific time period once a year.

<sup>60</sup>Current questions of the YTS ask if a student has smoked on smoking property in the past thirty (30) days. This may serve as a proxy to current tobacco use policies and enforcement of such policies.

<sup>61</sup>These include Ball State University, Butler University, Indiana University-Bloomington, Purdue University, University of Southern Indiana and Valparaiso University.

<sup>62</sup>Smoking is restricted to designated areas in a public building licensed as a childcare home or registered as a child care ministry. IND. CODE §§ 16-41-37-1 et seq.

<sup>63</sup>Question asked regarding worksite smoking policies were the same for both surveys.

<sup>64</sup>Centers for Disease Control and Prevention, Investment in Tobacco Control: State Highlights-2001. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>65</sup>Centers for Disease Control and Prevention, Investment in Tobacco Control: State Highlights-2001. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2002.

<sup>66</sup>There is often a delay of several weeks for news media clips; therefore, data available at the time of publication included clips through May 2003.

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